

Chemist&Druggist

The Newsweekly for Pharmacy

3 April 2004



Many asthmatics do not realise that OTC pain relievers may affect their condition. ¹⁻³ Aspirin sensitivity affects around 20% of asthmatics ¹⁻⁴ and can potentially result in life-threatening reactions. ³ It is now widely accepted that patients sensitive to aspirin are usually cross-sensitive to other non-steroidal anti-inflammatory drugs (NSAIDs). ¹ This includes ibuprofen, ¹ which is contraindicated in aspirin-sensitive asthmatics. ⁵ In contrast, paracetamol, the active ingredient in Panadol, is seldom associated with these reactions ⁴⁻¹ and is not contraindicated for aspirin-sensitive asthma. ⁵ That's why paracetamol is regarded as a suitable alternative to NSAIDs in aspirin-sensitive asthmatics. ¹

So the next time she needs pain relief, why not take care to recommend Panadol?

* About 6.5% of aspirin-sensitive asthmatics are cross-sensitive to paracetamol*, but the risks are less than with aspirin or NSAIDs and the reactions are usually milder and of shorter duration.⁶

References 1. Jenkins C. Am J Ther 2000; 7: 55-61. 2. Lamb C. et al. Pharm J 1995. 254:807-4. 3. Szczeklik A. et al. Am J Ther 2002; 9:233-43. 4. Jenkins C. et al. BMJ 2004. 328: 434-437. 5. BNF 47 March 2004 pp. 478-479. 8. 209. 6. Settipane RA et al. J Allergy Clin Immunol 1995. 96:480-5.

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Court confirms CRHP's power over Stat Comm

Anti-violence training starts at £25 each

City rumpus as Boots plans 60 more stores

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© CMP Information Ltd Chemist & Druggist incorporating Retail Chemist, Pharmacy Update and Beauty

Counter

Published Saturdays by CMP Information 1.td, overeign Way,

Tonbridge, Kent TN9 1RW C&D on the internet at

http://www.dotpharmacy.com/

Subscriptions. (Home) £163 per annum; (Overseas & Eire) \$388 per annum plus \$205 postage, £3.20 per copy (postage extra) Additional Price Last (UK): £163 per annum plus £120, (Overseas) \$388 plus \$205

Circulation and subscription

CMP Information Ltd, Tower House, Sovereign Park, Lathkill St, Market Harborough, Leics. LE16 9EF

Telephone: 01858 438809 Fax: 01858 434958

Refunds on cancelled subscriptions will only be provided at the publisher's discretion, unless specifically guaranteed within the terms of subscription offer

The editorial photos used are courtesy of the suppliers whose products they feature













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Volume 261 No 6438 First published September 15, 1859 ISSN 0009-3033

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Cleared pharmacists could still face court

by Gary Paragpuri

gparagpuri@cmpinformation.com

Pharmaeists cleared of misconduct by their professional body can still be taken to court by the Government's super-regulator, a High Court judge ruled this week. But in a second case a judge dismissed the Council for the Regulation of Healtheare Professionals' claim that a regulator had been "unduly lenient" in finding a practitioner guilty of serious misconduct but stopping short of striking the person off.

In the first ease, CRHP had sought a ruling to determine if it could refer to court, cases where a regulator had found a professional not guilty. Mr Justice Leveson found in CRHP's favour on two key points in a ease where the GMC had cleared a doctor of serious professional miseonduct after admitting an affair with a patient.

The judge determined that:

A regulatory body's decision in finding a practitioner not guilty of serious professional misconduet was a 'relevant

decision', which could be referred to court by CRHP. This effectively means that CRHP can challenge not guilty findings as well as unduly lenient sanctions.

• The existence of other complaints to a regulatory body or proceedings by a regulatory body will not prevent CRHP from referring a 'relevant decision' in respect of the same practitioner.

The GMC and the doctor

involved were given permission to appeal against the ruling to the Court of Appeal.

In a second case, Mr Justice Collins agreed that a Nursing and Midwifery Council decision to find a nurse guilty of serious misconduct for surfing the internet for pornography, could be considered lenient. But he added: "Although a caution may seem a somewhat light penalty, it is regarded in the profession as a serious matter and its existence and the reasons for it will be disclosed whenever [the person] seeks employment as a nurse during the period of five years while it remains in force." Regarding this as sufficient punishment, he dismissed CRHP's claim.

CRHP was refused permission to appeal against the ruling but may still ask the Court of Appeal directly for a hearing.

CRHP and RPSGB back self-regulation

Welcoming Justice Leveson's ruling in the first case, CRHP said it would now re-examine its process for reviewing all relevant decisions of regulators to take account of the ruling.

However, it added that the decision did not cast doubt on self-regulation. "Generally self regulation works well. So far 207 relevant decisions have been routinely reviewed by CRHP of which only eight have been referred to court."

Ruling out undertaking all disciplinary hearings itself in future, CRHP added: "This is not why CRHP has been established ... disciplinary hearings are best undertaken by the regulators themselves. CRHP is not there to do this work for them or to second guess the decisions they make."

The RPSGB said it would review its current systems to ensure they "remain rigorous and our judgements robust and able to withstand scrutiny".

Dismissing concern that the ruling would east doubt on self regulation, the Society said: "The court decision should enhance self-regulation. It is right and proper that self-regulation should be subject to external scrutiny."

It added: "The judgement clearly states that 'during the course of any disciplinary investigation or while proceedings are on foot, the relevant self regulatory body is free from any interference'. This confirms that professional self regulation remains intact."

24th Guide to OTC Medicines

The 24th edition of the Chemist & Druggist Guide to OTC Medicines and Diagnostics is published with this week's issue of C&D.

Updated twice a year, the *Guide* is a listing by therapeutic eategory of branded OTC medicines, herbal medicines, and homoeopathic preparations.

Additional copies are available priced £10 for subscribers and £15 for non-subscribers. Cheques payable to CMP Information Ltd, should be sent to C&D, Sovereign House, Sovereign Way, Tonbridge, Kent TN9 1RW. Orders can also be made with a credit card.

For further information contact Jan Powis on 01732 377487 or jpowis@cmpinformation.com.

CPO asks for patience

England's chief pharmacist has asked for patience as the new pharmacy contract takes shape.

Noting adverse comments made suggesting a lack of content in health minster Rosic Winterton's address to the PSNC dinner on March 1, Dr Jim Smith said that the minister had clearly set the direction of travel for pharmacy.

Although not all the details are worked out yet, "people are working really, really hard on this," he said. "It would have been great to have headline announcements, but it's more important to get [the details] right rather than rush them along for some arbitrary date.

"We are making great progress on the contract and for the first time it will reward quality of service – and that's worth waiting for, to get it right."

Dr Smith was speaking at the

annual dinner of the British Association of Pharmaceutical Wholesalers last week. Earlier in the day he attended a celebration of the registering of the first cohort of pharmacist prescribers trained at King's College London. This was less than four years since being proposed in *Pharmacy in the Future*, he said.

The Department of Health was working "very hard" on the next step, independent prescribing. The DoH has started a dialogue with pharmacy bodies on this, and he hoped the next eategory of prescribers would qualify more quickly

This also strengthened the case for pharmacy being connected to the NHSnet or N3. "Building up a constituency of prescribers is dependent upon the connectivity, so we must make sure it happens," he said.







CPW bid to keep oxygen service with contractors

by Adrienne de Mont

ademont@cmpinformation.com

Community Pharmacy Wales firmly believes that community pharmacists should continue to provide both long term and short burst oxygen therapy.

Oxygen suppliers would be unable to provide the same patient support as pharmacy contractors, CPW has told a Welsh Assembly Government consultation. Pharmacies would also be unable to maintain emergency stocks if they did not hold the primary contract in the first place.

CPW stressed that if there were to be changes in the provision of oxygen services, then current contractors must be recompensed for their investment if they lose their contracts

"It is assumed that this will all form part of the cost benefit analysis of the new services to be provided," CPW said, in response to the consultation document Arrangements for the future supply of domicihary oxygen services

This put forward five options for long term therapy, ranging from continuing as at present, to transferring responsibility for prescribing from GPs to hospital consultants, with oxygen suppliers or NHS staff carrying out the initial home visit within four weeks.

CPW favoured option two, in which GPs prescribed and oxygen contractors supplied the devices. The choice of devices available on the Drug Tariff would be extended and an amended version of the Royal College of Physicians Assessment Form would be used as a prescription to ensure appropriate assessment.

"This option extends patient choice, maintains responsibility for assessment in primary care and retains the added value of service provision by the oxygen contractor," says CPW. The current service is fast, efficient and well liked by patients and is based on a relationship of trust and professionalism, it added.

CPW pointed out that pharmacy

contractors can undertake annual patient reviews and advise patients on safety. They can deliver prescriptions and collect unwanted medication at the same time as changing, checking and moving sets for the elderly and disabled.

Transferring oxygen patients from primary to secondary care would go against the present political thrust of moving patient care into the community and, with extended waiting times in hospitals, patients might have to wait longer for treatment.

CPW also doubted whether suppliers could replicate the full emergency service provided by contractors based in the community. Deliveries can be difficult in rural Wales and "the local knowledge, which comes from local residence, is invaluable"

With short burst oxygen therapy, GPs should retain the lead responsibility for assessment and monitoring, although community pharmacists could play a wider role under patient group directives.



Anti-violence training starts at £25

The NHS has begun offering its anti-violence training to health professionals this week at a cost of £25 per person.

The conflict resolution training course will take place at the new NHS Security Management Service training centre in Coventry and includes: recognition of potentially violent situations; verbal and non-verbal communication skills; cultural awareness skills; and de-escalation techniques.

In addition, a syllabus for managing violence in patients who may not respond in a predictable manner is being developed.

"All of these skills will help staff prevent and avoid incidents whatever the circumstances, enabling them to not only calm a situation down, but recognise if it is likely to escalate and take appropriate action," an NHS SMS spokesman said.

Pharmacists will also have access from this week to a national reporting system called the Physical Assault Reporting System. Pharmacists will be able to report incidents by contacting their commissioning PCT and reporting the incident to the executive director with responsibility for security management.

Social security benefit claimants are the main area of concern for pharmacists when checking prescription charge exemptions.

Pharmacists cited the lack of a single piece of documentary evidence to confirm exemptions for this patient group, the Patient Check and Compliance Unit discovered after visiting 10,000 pharmacies between October 2002 and January 2003.

The PCCU has introduced a multi-lingual counter aid to help pharmacy staff carry out prescription exemption checks.

For more information:

conflictresolutiontraining@cfsms.nhs uk

BAPW warns drug bill outs may harn patients

Government moves to cut the NHS spend on medicines could damage service delivery and endanger patient safety, Steve Dunn has warned.

Speaking as chairman of the British Association of Pharmaceutical Wholesalers, Mr Dunn said that if the profitability of generies was reduced without equal compensation in other areas, wholesalers could be forced to review their range of products and services

Generics subsidise other aspects of service delivery, both in pharmacy and wholesaling that might produce no profit or even create a loss, he explained. "Wholesalers' response to the reduction in the financial viability of the upstream supply chain both in pharmacy and wholesale will be to carry a much narrower range of products if a large range no longer makes economic sense."

Apologising for being Cassandra-like he continued: "Therefore a measure designed to reduce the drug bill will potentially lead to patient safety being compromised."

Mr Dunn, who is group managing director of AAH Pharmaceuticals, was speaking at the BAPW's annual dinner in London last week. Dr Jim Smith, chief pharmaceutical officer for England was among the guests.

The BPAW's voice was being heard at the 'top table' especially as it has been joining with other bodies, such as the PSNC and NPA, Mr Dunn pointed out. And the BAPW was not just speaking out for its members but across pharmacy. "Pharmacy needs strong, united voices to speak for it, and I believe that BPAW, which has become much more engaged with government in the whole process of developing pharmacy policy, has proved itself to be such a voice", he said.



COTLAND

RPSiS puts script charges on the agenda

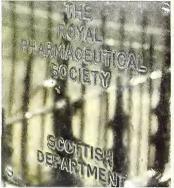
Scottish pharmacists have set up a working group to evaluate the impact of abolishing prescription charges in the light of a Government commitment to review the levy.

Working group member Maurice Hickey said there appeared to be cross party support for abolishing the charges despite the fact that health minister Malcolm Chisholm had ruled this out (CSD March 27,p5).

Speaking at last week's Royal Pharmaceutical Society in Scotland's board meeting, Mr Hickey said it was important that pharmacy was seen to uphold patient benefits and demonstrate a commitment to improving Scotland's health rather than base policy on its own interests.

But if revenue from prescription charges was lost there were fears that any deficit may have to be funded by a reduction in the pharmaceutical global sum.

It also seemed inopportune to abolish charges at a time when



healthcare delivery was expanding and needed funding.

Mr Hickey highlighted many anomalies in the present system of prescription charges, especially in relation to secondary care, and said attention should be given to rectifying these first.

Earlier this year, the RPSGB said there was a need to review prescription charges. Secretary and registrar Ann Lewis said charging was at variance with the Government's stated policy of equal access for all to health eare services.

SCOTLAND

Pharmacy overlooked

The Scottish Pharmaceutical Federation is disappointed that community pharmacists - who have regular contact with families - are missing from a consultation document on child health.

The SPF thinks it is essential to

emphasise the pharmacist's role in the Scottish Executive's Health for all children: Guidance on implementation in Scotland.

"Community pharmacy is conspicuous by its absence," says the SPE.

Questiontime

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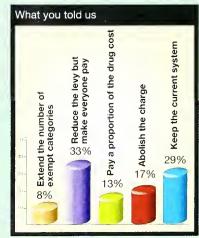
UniChem

Last week we asked you: Wales is abolishing the prescription charge. How should the system be changed in the rest of the UK? You replied (see right):

This week's question: Which health professions' disciplinary committee cases should the Council for the Regulation of Health Professionals be expected to challenge?

- None 'Not guilty' verdicts only
- Reprimands or lesser penalty Any cases it chooses
- A random selection of all cases

You can record your vote on our website: mm.dotpharmacy.com. You have until noon on April 6 to east your vote. We will publish the results in CGD, April 10.

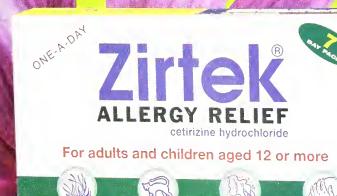


Candidates confirmed

The candidates standing for the Royal Pharmaceutical Society Council elections this year have been confirmed as:

- Hassan Argomandkhah
- Shiv Bagga
- Andrew Burr
- Peter Curphey
- C: 1D :
- Sid DajaniWally Dove
- Davan Eustace
- Gordon Geddes
- Sally Greensmith
- Maurice Hickey
- Helen Howe
- John Jolley
- Graham Phillips
- Andrea Robinson
- Ashwin Tanna

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ZIRTEK ALLERGY/ZIRTEK ALLERGY RELIEF

PRESENTATIONS: Film-coated tablets containing 10mg cetrizine hydrochloride

USES. Treatment of seasonal and perennial rhinitis and chronic idiopathic urticaria

DOSAGE AND ADMINISTRATION: Adults and children aged 6 years and over: 10 mg daily. Children between 6 to 12 years of age: either 5 mg (1/2 tablet) twice daily or 10 mg once daily. In renal insufficiency halve the dose to 5 mg (1/2 tablet) daily. Zirtek Alleroy Rollef daily and Children aged 12 years and over: 10 mg once daily.

Allergy Relief: Adults and Children aged 12 years and over: 10 mg once daily.

CONTRAINDICATIONS: Hypersensitivity to the constituents: Avoid use in pregnancy and lactation.

INTERACTIONS: To date there are no known interactions. As with other artificiatinines avoid excessive alcohol consumption.

SIDE EFFECTS: Mild and transient drowsiness, headache, dizziness, agitation, dry mouth and gastrointestinal discomfort.

Convulsions have very rarely been reported.

PACKAGING/PRICE: Zirtek Allergy: Pack of 21 tablets = £8.95 R.R.P. Pack of 30 tablets = £14.95 R.R.P. Zirtek Allergy: Relief: Pack of 7 tablets = £4.45 R.R.P. Zirtek Allergy: Relief: Pack of 7 tablets = £4.45 R.R.P. Zirtek Allergy: Relief: Pack of 7 tablets = £4.45 R.R.P. Zirtek Allergy: Relief: Pack of 7 tablets = £14.95 R.R.P. Zirtek Allergy: Relief: Pack of 7 tablets = £1

LEGAL CATEGORY: Zirtek Allergy: P Zirtek Allergy Relief: GSL.

MARKETING AUTHORISATION NUMBER: PL 08972/0032

MARKETED BY: UCB Pharma Limited, Watford, Herts, WD18 OUH.

For further information please contact: UCB Pharma Limited, UCB House, 3 George Street, Watford, Herts,WD18 0UH. Telephone (01923) 211B11. Facsimile (01923) 229002. Email: medicaluk@ucbgroup.com.

ZIRTEK ALLERGY SOLUTION

PRESENTATIONS: Banana flavoured sugar-free solution containing 1mg/ml cetinizine hydrochloride

USES: Treatment of seasonal aflergic rhinitis in children aged 2 years and over, and perennial aflergic rhinitis and chronic idiopathic urticaria in children aged 6 years and over

DDSAGE AND ADMINISTRATION: Adults and children aged 12 years and over: Two 5ml spoonfuls once daily. Children aged 6 to 11 years of age: Two 5ml spoonfuls once daily or one 5ml twice daily. Children between 2 to 5 years of age: One 5ml spoonful once daily or one 2.5ml spoonful twice daily.

CONTRAINDICATIONS: Hypersensitivity to the constituents. Avoid use in pregnancy and lactation.

INTERACTIONS: To date there are no known interactions. As with other antihistamines avoid excessive alcohol consumption.

SIDE EFFECTS: Mild and transient drowsiness, headache, dizziness, agitation, dry mouth and gastrointestinal discomfort.

Convulsions have very rarely been reported.

PACKAGING/PRICE: 200ml Solution = £18.95 R.R.P, 75ml Solution = £7.95 R.R.P.

LEGAL CATEGORY: P

MARKETING AUTHORISATION NUMBER: PL 08972/0033

MARKETED BY: UCB Pharma Limited, Watford, Herts, WD18 OUH.

For further information please contact: UCB Pharma Limited, UCB House, 3 George Street, Watford, Herts, WD18 0UH. Telephone (01923) 211B11. Facsimile (01923) 229002. Email: medicaluk@ucbgroup.com.

ref 1: IMS Pharmatrend week 22 to 30 2002 vs week 22 to 30 2003

ref 2: Day JH et al. J Allergy Clin Immunol 1998; 101; 638-45.

ref 3: BNF and MIMS 200

Clarityn is a registered trademark of Schering-Plough Ltd.

* Zirtek Allergy, at the recommended dose, does not cause drowsiness in the majority of people. However rare cases of drowsiness have been reported

Funding allows community project to continue

by Adrienne de Mont ademont@cmpinformation.com

A community pharmacy programme that has delivered health services in partnership with local community groups has received £400,000 to make it permanent.

The Building the Community-Pharmacy Partnership (BCPP) has been running for three years in Northern Ireland and was due to finish at the end of March. The programme has made available £500,000 to 45 projects covering a variety of issues including mental health, drug use, men's health and obesity. Its success has resulted in further funding.

Examples include Botanic and Windsor Pharmacies in Belfast, which have given advice to students on sexually transmitted infections. Orchard Pharmacy, Portadown, has worked with the Ageing Well Network to address health concerns of the over 55s. while Cullingtree Pharmacy, Belfast, has helped run a befriending service for socially isolated people.



Pharmacies have been adapted to include other services such as a community health library and a health suite for support groups.

BCPP is a partnership between the Community Development and Health Network and the Pharmacy Branch, Department of Health, Social Services and Public Safety. Health Minister Angela Smith said: "One of the most striking features of this programme has been its success in reaching out to the most vulnerable people in our community."

"In addition to bringing pharmacy out to local groups and venues, community pharmacies have been used as a community resource."

Advertising relaxation expected soon

The Medicines and Healthcare products Regulatory Agency is considering relaxing the regulations banning advertising of certain diseases to the public.

Last summer the health minister said the Government would be willing to lift some restrictions if the industry and health professionals were to come up with guidelines on responsible advertising (C&D, August 16, 2003, p4).

These guidelines are now with the MHRA, Helen Darracott, director of legal affairs, Proprietary Association of Great Britain, told a conference last week (see also p16).

In 2002, a working group, including representatives of PAGB and the Royal Pharmaceutical Society, produced a list of indications that could switch from POM to P, such as hypertension, cholesterol lowering and osteoarthritis. But current regulations ban the advertising to the public of medicines to treat cardiovascular and bone diseases, among others.

A change in the law would be needed to advertise statins if they became available as non-prescription medicines.

Mrs Darracott hoped the revised legislation would be implemented as soon as possible.

Number of participants in medicines management trial doubles

A further I0 NHS trusts are to take part in the hospital medicines management collaborative, health minister Rosie Winterton announced last Friday.

Each of the 20 participating hospitals will receive £40,000 to deliver health improvements by promoting the best use of medicines, increasing pharmacists involvement in the use of medicines and putting efficiency and waste reduction systems in place.

Ms Winterton, speaking before the Guild of Healthcare Pharmacists (GHP), also announced that chief pharmacist Jim Smith would lead a steering group on implementing a 'consultant pharmacist' position.

The new title will help retain pharmacists in the NHS, she said, adding: "We must ensure that the new role has real meaning and the title can be transferred when staff move from one organisation to another. Clearly we need to define the role and provide guidance covering key issues such as competence and accreditation."

Welcoming the announcement, GHP education lead and steering group member Richard Cattell, said: "The prospect of consultant pharmacists is very exciting, it will provide a clear structured eareer pathway for the development of consultant level specialists without the need to follow the current managerial route."

• A multi-professional steering group has been set up to advise the DoH on the development of a pharmaceutical public health strategy, Ms Winterton announced.

The group will take account of the contribution of pharmacists, their staff and workplace to improve public health and reduce health inequalities, she added.



"Within A Vision for Pharmacy we said that we would develop a coherent framework for a pharmacy public health strategy that is fully integrated into the overall approach for public health by 2005," she said.

Training for AAH customers

Vantage Pharmacy has launched four training courses for pharmacy staff in association with Buttercups Training.

Available to all AAH customers, the courses aim to train staff to medicines counter assistant, dispensing assistant, dispensing technician (NVQ 3) or checking technician level, and can be studied via distance learning.

Prices range from £95 to £910 per pack.

For more information:

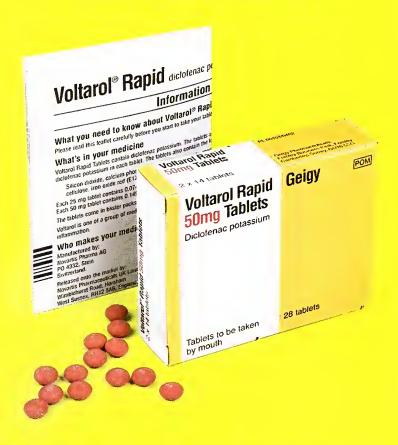
Vantage Pharmacy Tel: 02476 432346 ROL® RAPID (diclofer PRESCRIBING MATION. Indications: Rheumatoid Miaraine: Use in children not ve peptic ulcer or GI ulcers or bleeding or acute rhinitis are precipitated elderly: Keep under surveillance and al function. Use lowest effective dose. diuretics. Hepatic porphyria e detected in breast milk, but unlikely to be aphthous stomati insomnia, irritability,

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Chemilines new premises

Gerry Sutcliffe MP, parliamentary under-secretary of state, Department of Trade & Industry, has officially opened Chemilines new premises in Wembley.

Chemilines House comprises 90,000 square feet fitted out with production and warehousing facilities.

"This space will allow us to continue to develop the business in the years to come," said Ravi Karia, Chemilines managing director

New name for NCC operation

The Co-operative Group has renamed its National Co-operative Chemists pharmacy operation as Co-operative Group Pharmacy.

The new name "accurately reflects ownership and at the same time, differentiates us from the other Co-operative pharmacy businesses in corporate terms," it said.

Branches will continue to trade under the Co-op Pharmacy

Ivax and UCB announce deal

Ivax Pharmaceuticals UK and UCB Pharma Limited have announced the signing of a UK copromotion agreement.

Under the terms of the agreement, Ivax and UCB Pharma will both promote Ivax Qvar CFCfree aerosol for the treatment of asthma.

In a reciprocal arrangement, UCB Pharma and Ivax will both promote UCB Pharma's anti-allergic product Xyzal, which contains levocetirizine.

PPL in takeover

The board of PPL Therapeutics has confirmed that it is involved in preliminary discussions with a third party "which may or may not lead to an offer being made for the company".

In a statement, it says: "These discussions, which are at an early stage and it is by no means certain that any proposals will ensue.

Weldricks chain now 38 strong

Yorkshire based pharmacy group Weldricks Pharmacy has bought David Buckingham's pharmacy in Goldthorpe. This brings the number of pharmacies owned by the chain to 38

Boots shares fall as investment plan unveiled

by Sasa Janković

sjankovic@cmpinformation.com

Boots shares fell 13 per cent last week following its announcement of a £390 million investment programme which would hit its profits.

Of this, £250m is to be spent on opening 60 stores this year, 40 of which will be in out-of-town locations. Other stores will be revamped and 3,000 jobs created.

A Boots spokesman said "it's really too early to say," when asked if it had applied for pharmacy contracts for the 60 new stores.

"We'll obviously apply if appropriate" he added. "This is all about making the continued investment in stores and getting right products in the right locations for the convenience of our customers."

The City's reaction, reflected in the share price was despite the

group having its seventh consecutive quarter of sales growth in Boots The Chemists. However, it is facing an increased pension charge of an expected £40m in 2004-05.

Richard Baker, chief executive, said: "Trading in Q4 was encouraging and demonstrates the underlying strength of Boots The Chemists, However, the business requires a period of significant investment in the short term to improve its competitiveness, efficiency and bring it up to date with modern retail practice."

Quarter four sales in Boots The Chemists grew 4.6 per cent, notably from higher dispensing sales following increased marketing of Boots prescription collection service and in sales of cosmetics. Boots Healthcare International sales are said to be up 4.5 per cent in the quarter.

"Boots The Chemists faces

substantial challenges in an increasingly competitive marketplace," said Mr Baker.

"There has been considerable, prolonged under-investment in stores and systems; the business has been slow to respond to the general trend towards more convenient opening hours and it still has untapped potential to build its presence in out of town locations.

"The development work for new chemist and convenience formats will be stepped up and there will be continued improvements from the introduction of more modern pharmacies and higher levels of maintenance. There will also be substantial investment in improved customer service by extending opening hours and reducing queue lengths.'

For more information: www.boots-plc.com



Remote supervision claim

Fusion Health has launched its CAPA (Consolidated Application for Pharmacy Administration) software which it claims will "potentially revolutionise the community pharmacy sector"

The system enabled remote supervision of medicine sales safely and accurately, allowing the pharmacist to leave the premises for short periods of time.

Fusion managing director Tariq Muhammad said it will also "enable huge savings to pharmacy businesses and the NHS, and improve care to patients"

CAPA links pharmacy branches using a 'real-time' secure private

nctwork. The system includes integrated dispensing (PMR) and sales (EPOS) capabilities, clinical review, instalment dispensing, collection and delivery and can record excess stock, prescriptions returned, and oxygen patients.

Dispensing errors can also be recorded along with conversations with GPs.

Originally developed over four years by Pharmacy Plus group in Bristol, Fusion Health is looking to roll it out to pharmacies across the UK from August 2004.

For more information:

Fusion Health tel: 0117 9526010 www.fusionhealth.co.uk

INDUSTRY

Bids save £640,000

Portsmouth Hospitals NHS Trust says it has saved £640,000 with the UK's first reverse online pharmaceutical supplies auction.

Pharmaceutical suppliers submitted a total of 185 tender bids outlining their best deals for generic drugs. At the conclusion of the auction, Portsmouth Hospitals NHS Trust and the successful suppliers agreed the lowest mutually acceptable price.

The Trust claims the overall saving achieved is equivalent to the annual funding required to run a 20-bed ward.



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Live life. The way you want

Garnier's pay increases 14pc

by Sasa Janković siankovic@cmpinformation.com

GlaxoSmithKline's chief executive Jean-Pierre Garnier had a 14 per cent boost to his pay package last year, according to GSK's annual report.

Dr Garnier's total paekage rose from £2.45m to £2.78m, including a salary of £916,000 and bonuses worth f,1.49m. This rise in pay is less than the 20 per cent increase in GSK's earning per share for the period. He also received a payment of £182,000 for retaining share options.

Since GSK's shareholders revolted over its executive pay schemes and Dr Garnier's £22m 'golden parachute' last year, the company has halved his notice period to one year.

Last week Sir Richard Sykes, former GSK chairman and now rector of Imperial College, received £941,000 from GSK as a reward for retaining his share options (C&D, March 27, p8).

GSK's annual report also highlights its charitable work. saving it donated £,338m worldwide in 2003, equivalent to 5.3 per eent of pre-tax profit.

This included donations of medicines for international healtheare support efforts valued at £116 million, £97 million cash contributions for community programmes and initiatives, plus eommunity investment of f, 11.1m for programmes in the UK.

Dr Garnier said: "Corporate responsibility has particular resonance for the pharmaceutical sector. Our business is creating medicines and vaccines to treat and prevent disease - something that society needs and values. I am particularly proud of our global community investment which, through a variety of programmes targeting health and education, is assisting under-served communities in over 100 countries.'

For more information:

www.gsk.com



Pharmaceuticals make it big in rich list

Four companies in the pharmaceutical and personal care sector have been included on the Sunrise Radio Asian Rich List 2004, an index of the wealthiest Asians in Britain today.

Compiled by Philip Beresford, author of the Simday Times Rich List, the list puts the combined wealth of Britain's wealthiest Asians at £,14.4 billion.

Amongst this group are Mike Jatania of personal care group Lornamead International; Vijay

and Bikhu Patel of Waymade; Bharat and Ketan Mehta of Necessity Supplies; and Navin and Varsha Engineer from Chemidex Pharma.

Dr Avtar Lit, chairman of Sunrise Radio and publisher of the list says: "These entrepreneurs have created enormous wealth for themselves, but also supported their local community by creating jobs and bringing investment into the city."

PAGB PERSPECTIVE

The right prescription

Sheila Kelly, director of PAGB, asks if pharmacist prescribing will hinder the development of the OTC market

With the registration of the first pharmacist supplementary prescribers, and independent prescribing coming down the line, are we heading towards the situation where people who are now buying medicines for themselves decide to get them on the NHS? That's the question I get asked by OTC marketing people these days.

As all these prescriptions will be generic, it's hardly surprising that industry observers are a bit ambivalent about the longer-term impact on the OTC market. It would be ironic if all this effort the Government is putting into encouraging people to use the pharmacist ended up with people becoming dependent on the pharmacy instead of the doctor and the NHS paying for even more medicines than they do now.

People are certainly cost eonscious. After convenience, price is the most important reason why people choose a particular retailer to buy their OTC medicines. Those who go to pharmaeies, whether multiple or independent, also mention availability of advice in their top three reasons for buying medicines there. If pharmacists are able to supply medicines free to those who are exempt, it may well increase the volume of medicines supplied on prescription.

Both the NPA and PSNC are lobbying for the GP contract to include indicators, which will encourage doctors to work with pharmacists. They are right to do so. Although targets have their detractors, they also have their uses because what doesn't get measured doesn't get done. One of the factors that will control an increase in prescription volume is the limitation on pharmacist time. With a potential 35,000 GPs diverting patients to 13,000 pharmacies there is a clear resource issue.

GPs allow around eight minutes for a consultation. Experience from the various self-care schemes that have been carried out around



the country show it takes pharmaeists at least as long as the GP to speak to the patient and decide what treatment is appropriate. They still have to dispense it and record it and the record keeping will take longer than it does to send FP10s to the Pricing Authority. If a lot of people decide to use the pharmacist instead of the GP there will be a permanent queue outside the consultation area. The next step will be for the pharmacy to introduce an appointment system and the convenience of a drop-in service will quickly be gone.

But will this be the inevitable outcome? Most of the people who are now buying OTCs are confident about their symptoms and how to manage them. They are also time poor and it will still be faster and cheaper for them to buy what they need rather than wait for a pharmacist prescription. So I don't think pharmacist prescribing will undermine selfmedication. But what it will certainly do is increase the status of the pharmacist.

If targets are set at either GP or PCT level then the doctors will be promoting the pharmaeist as the first port of call for minor ailments and that will build confidence among those going to the GP as an automatic reaction to a health problem.

In the longer term it would be good if pharmacists use this increased authority and confidence to equip patients to make their own decisions; that will help the self-eare market.

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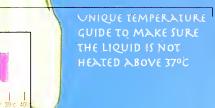


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2004AD

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Last week's question was: Wales is abolishing the prescription charge. How should the system be changed in the rest of the UK?

"Abolish the charge.
It's unfair ... and
iniquitous and
should be replaced
by another form of
central revenue"

Paul Stevens, Exeter

"It should be abolished as only a small proportion of people pay the charge anyway.

They can save money without making the charge just by cutting back on wastage"

Anon, Swindon

"The current system for long-term medication is unfair and inconsistent. Why should people with epilepsy get free prescriptions when those with asthma don't?"

Pam Wright, Sale

Comment

from the Editor

The ruling this week on the powers of the over-arching body of professional self-regulators is worth noting.

Regarded as a landmark case by the RPSGB, the High Court has confirmed that the Council for the Regulation of Healthcare Professionals does have the right to challenge disciplinary hearings where the professional is not found guilty of misconduct.

This means that should pharmacy's Statutory Committee find a pharmacist not guilty of a misdemeanour the case may not yet be over. Instead the CRHP could take that pharmacist to court if it considers the Statutory Committee too lenient.

It is expected this will not happen too often but pharmacists should not be complacent. After all, the CRHP will be reflecting public opinion, which can be fuelled by the more sensationalist newspaper headlines.

A profession extends privileges and powers to its members that are denied to other sectors of society. As such, self regulation should be subject to external scrutiny, and much of the turmoil that has been going on over pharmacy's new Charter has stemmed from this need to re-examine how each profession regulates its own members.

The court cases being brought by the CRHP are a means by which it will be establishing the extent of its powers – something any new authority needs to do. At the same time, the Statutory Committee will have to reflect on the way it works. Does this mean the benefit of doubt will be given less frequently? It shouldn't. But it does mean the Statutory Committee will need to ensure it is confident in the way it reaches a decision.

The CRHP could take that pharmacist to court if it considers the Statutory Committee too lenient

Theirviews

Health minister Lord Warner on the POM to P switch of simvastatin

Statin training for pharmacists

The Government has consulted publicly on a proposal to make simvastatin 10mg available over the counter in pharmacies, to reduce the risk of a first major coronary event in people who are likely to be at a moderate risk of coronary heart disease. The Committee on Safety of Medicines will advise ministers on the proposals.

Although there have been no direct studies carried out with simvastatin 10mg in the proposed population, there is a substantial body of evidence that supports the efficacy of statins in reducing cardiovascular risk. CSM was satisfied that simvastatin 10mg was effective in the proposed

population

Current evidence suggests that, for adults in Western societies, it can be beneficial to reduce cholesterol levels whatever the starting point and on this basis, the measurement of cholesterol is not a prerequisite for a decision on the potential benefit of taking a statin. The intention is that pharmacists will be able to offer cholesterol testing to people who want it — including follow-up testing at defined intervals.

Pharmacists will be trained to ask the right questions to make sure that they only sell statins to people who will benefit from them. They will be trained to ask patients about their previous medical history and any other medicines that they may be taking. The potential for drug interactions will also be addressed in the patient information leaflet and patients will be encouraged to inform their general practitioner of their use of a statin.

The MHRA/CSM operates the Yellow Card Scheme by which doctors and pharmacists report suspected adverse drug relations to medicines. This system applies to both prescription and non-prescription medicines and will enable the continued monitoring of the safety of the medicine in pharmacy use.

Extract from Hansard



TOPICAL REFLECTIONS

NHS

PENSION,

PENSION

GP's

PENSION

What's the difference?

Community pharmacists have always had the problem of being perceived by others as professional shopkeepers where the profit motive conflicts with their professional responsibility to the patient.

On the other hand, general practice medicine has always been promoted as divorced from such base considerations. The result is that pharmacists are freely able to sell the goodwill of their 'businesses' and have no NHS pension rights, while GPs have been unable to sell their 'practices' but do enjoy very generous NHS pensions on retirement.

I have always maintained that these distinctions are fatuous and it seems that the Government is starting to agree. They have announced (Guardian, March 26) that GPs and private providers may in future compete for the provision of non-core services such as vaccination, contraception and out-of-hours services, and that any businesses established from these services may be sold on to another provider. So GPs have at last entered the commercial market and will have

to play by the market's rules. Doctor's leaders are said to be unhappy about this abhorrent trade in patients but pharmacy has always practiced in a market environment and patients have been the beneficiaries, voting with their feet for the service they prefer. A similar right for these non-core medical services can do no harm to doctors' attitudes

but perhaps the emotional objections hide the real fear. Having established competitive provision for these services, the next step by the Department of Health might be to remove this element of remuneration from GPs' final salary pension arrangements.

Separating the wheat from the chaff

Last week's C&D Questiontime asked about your preferred changes to prescription charges but I would like to know what the general public thinks.

From a straw poll of my customers people are far more aware of the real cost of NHS health provision than they were five years ago. Attitudes are changing and more people do seem prepared to contribute a payment towards NHS services.

When I have discussed prescription charges, a common response has been a lack of understanding for the blanket exemption of the elderly. Far better,

if charges are to be levied, that all patients should pay a smaller charge and exemption should only be for children and for those on means-tested benefits.

Removing the charge, as intended in Wales, could encourage the over- prescribing of unnecessary medication but a small charge for the whole population would reinforce the message that there is no such thing as a free NHS. Having allowed a few years for that message to become accepted, the next step would be to charge for GP appointments. But that would be a brave political decision.

Cones to direct the OTC traffic

I never cease to be amazed at the ingenuity of the pharmaceutical industry but all credit to Diomed for its brilliant reinvention of that old-fashioned headache remedy, the menthol cone.

I have sold menthol cones for years and never inquired as to whether they are effective. Least of all did it occur to me that here was a folk remedy well worth recommending. The more sophisticated products of the pharmaceutical industry must be more effective. How wrong could I be.

4head is a menthol stick, which Diomed is successfully promoting as a 'natural' headache treatment. At £5.95, the price is a far cry from the

£1.50 I charge for a menthol cone but Diomed is targeting an audience that have never heard of menthol cones so to them it is 'new' and different from other remedies. So different that they have also invested in an excellent guide, included with last week's C&D, to train medicines counter assistants on how menthol applied to the forehead may relieve headache.

I now sell far more 4heads than I ever sold menthol cones and to a far younger audience. My staff also now recommend them with confidence. Diomed deserves its success but why did I not think of it first?

Northern Ireland NOTEBOOK

You can take a horse to water...

Pharmacy has always contributed to public health – that's what we've been doing for 150 years. So I'm somewhat confused to understand the current race to establish our contribution.

Making it Better has a strong public health flavour but seems to pigeon-hole this into one chapter.

V customer just out of hospital complained bitterly that his consultant criticised his drinking. This was "his private business".

I provide an advice service to a local home for people with learning difficulties. Their current medication increasingly includes atypical antipsychotic drugs.

At a recent visit I was asked about obesity. Over half the residents are clinically obesc. Their medicines no doubt contribute, as does their lifestyle. By their nature residents are poorly motivated to take exercise and they tend to snack on crisps

Altering the daily menu would only be like rearranging the deckchairs on the Titanic

and sugary drinks in between their daily three meals.

Short of telling the residents to get off their large backsides and take a long walk now and again and also refrain from cramming high calorie foods down their throats all day, I had very little to offer. Altering the daily menu would only be like rearranging the deckchairs on the Titanic.

The staff are a caring and committed lot but civil liberty and individual rights are king and they will only allow interference to a limited degree. They can encourage healthier lifestyles but patients will make up their own minds. We want people to be responsible about their health but some environments make it hard.

Written by a Northern Ireland community pharmacist

Marketing Week Conference

When it comes to successful POM to P switching, it's good to talk

Adrienne de Mont reports from a London conference on OTC medicines

Talking to pharmacists is key to a successful POM to P switch application, a marketing conference heard last week.

It is important for companies to put themselves in the position of a pharmacist talking to a customer about the proposed P product, and think what both would need to know, said Amanda Williams, senior pharmaceutical adviser at the Medicines and Healthcare products Regulatory Agency.

When considering switch applications, the MHRA looks at the steps companies have taken to ensure that products can be used safely without medical supervision, including protocols at point of sale.

"We look at the interaction between pharmacist and customer, and all the questions the pharmacist and the customer need to answer," said Mrs Williams, who has been involved with most switch applications since 1994

Similarly, when applying for P to GSL switches, companies should consider what information is needed to replace the role of the pharmacist.

"Think what you can do to make up for the lack of advice at point of sale," she said.

She urged companies to approach the MHRA at an early stage with ideas for reclassification: "We can then give early feedback on issues that need

addressing. Think too, about the negative issues [such as safety concerns], because if you don't, we will.'

Helen Darracott, director of legal and regulatory affairs, Proprietary Association of Great Britain, agreed that it was crucial for companies not to go it alone in switch applications but to talk to health professionals and patient groups.

"To be successful you need to get the buy-in from pharmacists and their staff. Do your homework and make sure you've addressed all their needs. Produce training materials well in advance of the launch."

The speakers were addressing a conference in London, organised by Marketing Week Conferences, on 'Promoting pharma brands in the new retail and regulatory era'.

Chairing the meeting, Patrick Grice, $C \mathcal{C}D$'s projects and price service manager, thought OTC medicine manufacturers should be more realistic in their expectations and better at building relationships with pharmacists.

"A minority of OTC companies are good at this. Unfortunately many never look beyond their key accounts contacts at head office.'

Several speakers drew attention to the trend for POM to P switches to move away from medicines to treat acute selflimiting conditions towards



medicines to reduce disease risk and manage long-term conditions – an 'illness to wellness' revolution.

This trend could drive OTC sales back to pharmacies, said Amardeep Kahlon, senior brand manager, GlaxoSmithKline Consumer Healthcare. Grocers now sell more unit packs of OTC medicines than pharmacies, he said, although the sales value through pharmacies remains steady and pharmacies account for 63 per cent of sales by value.

Pharmacies have the advantage of being in the front line of primary care, which would be key in the 'illness to wellness' revolution. In smoking cessation, for example, even a brief intervention from a health professional could make a big

difference to the consumer.

Pharmacists could encourage customers to keep coming back for support. Likewise, in managing chronic conditions, pharmacists would be able to build long-term relationships with patients and so boost OTC sales.

Andy Brough, director of OTC category, Boehringer Ingelheim Consumer Healthcare, predicted that the next 10 years would be the most exciting and innovative in OTC medicines, with treatment of chronic ailments leading to new OTC blockbuster drugs. It would be a major opportunity for pharmacists to win back business from grocers, and manufacturers should concentrate on building links with the pharmacy organisations.

Promotion

Brand focus

Revealing the new face for Vosene - Melinda Messenger

Tried and trusted Wella Vosene, one of the UK's best loved medicated haircare ranges, introduces its new

face, Melinda Messenger.

Celebrity Mum of the Year 2003, Melinda looks set to increase Vosene sales by directly appealing to the brands core 25-44yr old purchaser. As a busy working mum of three, Melinda appreciates how hard it is to balance a hectic lifestyle while ensuring her family's health, making her the perfect role model for this family favourite.

Throughout 2004, Melinda will front a highly visible, heavyweight press campaign across key women's weekly,

monthly and fitness magazines. This activity forms part of a £1 million plus marketing campaign for Vosene in 2004 reinforcing the brand as a must-stock range for retailers

Harnessing all of Wella Vosene's technical expertise, six must-stock products have been specially formulated to meet customer needs, each sporting bold colour-coded caps to improve range navigation and selection. Four shampoos: Wella Vosene Original Shampoo, Wella Vosene Frequent Shampoo, Wella Vosene Moisturising Shampoo and Wella Vosene 2-in-1 Shampoo &

Conditioner are complemented by two high performance conditioners: Wella Vosene Light & Gentle Conditioner and Vosene Anti-Dandruff Conditioner the UK's ONLY anti-dandruff conditioner - to ensure clean and healthy hair for all the family. With 93% brand awareness and over 50 years heritage, Vosene's as great as ever. Can you really afford not to stock this range?

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- Achieving effective and efficient community pharmacy services
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Pharmacy update

In the second of two articles on cystic fibrosis, Dr Warren Lenney looks at the medicines used



THE COLLEGE OF PHARMACY PRACTICE

This course (module 1299), in association with multiple choice questions being published in C&D May 1, provides one hour's continuing education

The first article (C&D, March 27, p23) described how cystic fibrosis mainly affects the lungs and pancreas, with further complications leading to liver disease and diabetes mellitus.

Am foros - confirme

Staphylococcus has traditionally been the first organism thought to cause problems in the CF child's lung. For the past 30 years, therefore, most CF centres have recommended the preventative use of twice daily oral flucloxacillin in patients for the first two years of life. The dose is usually 50mg/kg/day.

To prevent other bacterial infections from damaging the child's lungs, whenever the child develops a cough it is usual to double the dose of the flucloxacillin and add in a broadspectrum antibiotic such as amoxicillin in a dose of 100mg/kg/day for 14 days. Other broad-spectrum antibiotics can be used instead.

An organism that can also colonise the CF lung is *Pseudomonas aeruginosa*. To try to eradicate this, the first time it is grown from sputum or a cough swab most centres recommend three months' treatment with oral ciprofloxacin 15mg/kg twice daily and nebulised colistin 1,000,000B units twice daily. If the organism is not eradicated and remains in cough swabs or sputum samples colistin is continued indefinitely as a nebulised antibiotic.

Grum in section treatment

Patients who are pancreatic insufficient usually need additional vitamins throughout

their life, and are particularly at risk of developing fat-soluble vitamin deficiencies (vitamins A, D, and E). In young children, multivitamins are best given in liquid drop form, but Vitamin E is usually given separately as a higher dose is needed to ensure normal blood levels.

Pancreatic enzyme replacement capsules are needed in all pancreatic insufficient patients. These pancreatin preparations contain combinations of protease, lipase and amylase to aid the digestion of protein, fat and starch respectively. The two most frequently used in the UK are Creon and Pancrease. These preparations are usually given in the form of enteric-coated microspheres within a capsule. The dose is individual to the patient to enable as normal a bowel motion as possible.

These enzymes are poorly absorbed in an acid pH so are best taken immediately before or with food. To increase the pH in the small bowel, an acid-reducing agent such as ranitidine is sometimes added in a dose of 2-4mg/kg twice daily, usually an hour beforehand. Antacids may also be given concurrently. Enteric coated preparations must be swallowed whole to deliver higher enzyme concentrations to the duodenum.

Despite the above, some patients have bowel problems, abdominal pain and intermittent constipation. In this situation a combination of aperients such as lactulose and senna may be helpful. Pancreatin can irritate the buccal mucosa if held in the

Continued on page 20

Olosenses

- To understand the rationale behind lung treatments
- To revise pancreatic treatments
- To be aware of other complications
- To revise possible drug interactions
- To be aware of cost implications



Pharmacy update

mouth, and excessive doses can cause perianal irritation.

Because of stasis in the hepatic ducts it is not uncommon for older children to develop signs of liver impairment. When liver enzymes show elevated serum levels for six months or longer, the bile acid ursodeoxycholic acid (URSO) is usually added to the treatment regime in doses of

10mg/kg/day.

Continuing pancreatic damage may lead to the development of diabetes mellitus. Assessment for this usually takes place at the annual review when a glucose tolerance test is one of the investigations. Unlike type I diabetes mellitus, the blood sugar in CF diabetics is usually easier to control but it is important to do so as poor control leads to loss of sugar in the urine and can be an important source of calorie loss with subsequent failure to maintain or gain weight.

Prysic fremany

A whole article could be devoted to the different types of physiotherapy treatments which may be needed in CF. The type will depend on the age of the child and the severity of the lung disease. Bronchoconstriction is a feature of CF and it is usual to offer inhaled or even nebulised bronchodilator therapy before each of the twice daily physiotherapy sessions. It has been traditional in the UK to offer inhaled corticosteroid therapy at the end of physiotherapy to most CF patients. This practice, however, is being questioned and there is no evidence base for the use of inhaled steroids in CF in

In an effort to prevent these and further lung damage, courses of intravenous antibiotics (lasting 14 days) are increasingly given at home through well planned home IV services. The parenteral antibiotics are often made up by the hospital pharmacy and stored in special fridges in the patient's home. Then the patient is colonised with Pseudomonas aerugino (1.9 38 usual to use two anti-pseudomonal antibiotics such as tobramycin and ceftazidime. The specific antibiotic is often dictated by the sensitivity of the organism grown from the cough swab or sputum sample. A wide



The practice of offering CF patients inhaled corticosteroids postphysiotherapy is being questioned

variety of antibiotics can be used.9.

In an attempt to reduce general inflammation in the chest some CF centres recommend the simultaneous use of oral prednisolone in a dose of 1mg/kg/day for 14 days. The evidence base for this treatment is poor and is anecdotal at best.

Special treatments

In severe disease affecting the lungs and/or the liver, organ transplantation is a possibility. Post-transplantation use of medicines to prevent organ rejection such as prednisolone, azathiaprine and tacrolimus are routine.

CF patients can develop an allergic reaction to the fungus aspergillus, known as allergic bronchopulmonary aspergillosis (ABPA). Treatment for this usually involves high-dose oral corticosteroid therapy for a number of months.

Patients who are not progressing well, have severe chest disease and whose pseudomonas cultures are sensitive to tobramycin can be tried on nebulised tobramycin (TOBI) rather than nebulised colistin. This treatment is causing health service managers considerable difficulties as a year's supply of nebulised TOBI costs about £11,000 compared with £1,500 for nebulised colistin.

This article only scratches the surface of the treatment possibilities for cystic fibrosis, so it can be seen that it is an expensive disease to control. The management of the disease is coordinated from CF centres in secondary care but most of the medications are given at home and not in hospital.

Another new medication finding its place in treatment is the once daily nebulised medication dornase alpha. It is an enzyme that cleaves DNA in sputum, making it less sticky and easier to expectorate. Unfortunately dornase alpha is also expensive, a year's supply costing approximately £9,000. Decisions about certain treatments in CF are not easy.

Given that liver disease is a known complication of CF it is important to know if there is any hepatic impairment before starting patients on antibiotics such as erythromycin. clarithromycin or azithromycin.

Repeated intravenous courses of gentamicin and tobramycin can lead to renal and ear toxicity so serum levels need to be checked during each IV course. The absorption of many medications is not as good in CF patients and, coupled with increased metabolism, medicines often need to be given in higher doses and for longer in CF than in other diseases.

Given that so many patients are on combinations of different Continued on page 22

Zanprol 10mg Tablet contains 10 mg of omeprazole. Uses: Relief of reflux-like symptoms (eq heartburn). Dosage: Adults over 18 years only - 20 mg once daily before a meal. May be reduced to 10 mg daily, returning to 20 mg if symptoms return. Use lowest effective dose. Contraindications: Hypersensitivity pregnancy/lactation Precautions: Refer to doctor if no relief within 2 weeks, continuous use for 4 or more weeks to control symptoms, aged over 45 with new or recently changed symptoms. unintentional weight loss, anaemia, gastrointestinal bleeding, difficult or painful swallowing, persistent vomiting or vomiting with blood, epigastric mass, previous gastric ulcer or surgery, jaundice, any other significant medical condition (including henatic impairment), or or renal pre-endoscopy. Interactions: Diazepam, phenytoin, warfarin, ketaconazole. cilostazol, voriconazole, itraconazole. digoxin, tacrolimus, 13C-urea breath test. Side effects: Skin rash, urticaria, pruritus, photosensitivity, bullous eruption, erythema multiforme. Stevens-Johnson syndrome. toxic epidermal necrolysis, alopecia and increased sweating. Arthritic and myalgic symptoms, bronchospasm, diarrhoea, constipation, abdominal pain, nausea/ vomiting, flatulence, dry mouth, stomatitis and candidiasis. Increases in liver enzyme levels, encephalopathy in patients with preexisting severe liver disease, hepatitis with or without jaundice and hepatic failure. Interstitial nephritis resulting in acute renal failure, gynaecomastia, impotence, headache, paraesthesia. Taste disturbances, mental confusion, agitation, depression, aggression blurred vision, blood disorders, hyponatraemia, vertigo, anaphylactic shock and angioedema, dizziness, lightheadedness, feeling faint, somnolence, insomnia, peripheral oedema, malaise and fever. Legal Status: P. Retail Selling Price: 14 Tablets £9.49. Product Licence Number: PL 14017/0069. Licence Holder: Dexcel-Pharma Ltd, 1 Cottesbrooke Heartlands Business Park, Daventry, Northamptonshire, NN11 5YL. Date of Preparation: November 2003. ZANPROL is a trade mark of the GlaxoSmithKline group of companies Reference:

Product Information, Presentation: Each

1. Bardhan KD, Muller-Lissner S, Brigard MA et al. Br Med J 1999; 318: 502-507



Tan give recurrent 'ifferers a real break 'hort course of ' "prol ca

Taken once daily, Zanprol can provide relief from heartburn and, after treatment, can give weeks of remission from recurrent attacks.1



A real break from recurrent heartburn

Pharmacy update

medicines for long periods of time it is important that pharmacists have access to textbooks that can help them to determine whether there is any clinical visk involved in the combinations of predicines that seem to be new ted to keep many patients with CF in good health.

The treatment of CF is highly specialised and changes relatively quickly. The patients and their families are well informed about their disease and, because of this, may appear to be both challenging and demanding. Such situations may deter pharmacists and other carers in primary care from becoming closely involved in CF management. However, the care of CF is tremendously rewarding, is very extensive and we all have important roles to play. Members

of the secondary care CF team need to make themselves available for discussions with primary care workers in all aspects of management. It is important that the local pharmacy stocks the treatments recommended by the CF team and, where there are problems, discussions must take place to reach a compromise.

There are new medications on the horizon, none of which will be cheap and, if gene therapy becomes a reality, it will determine how the future national drugs budget will be set and managed. The price we are paying for the improvements in outcome in CF over the last 30 years is a disease that is very costly per surviving patient, the cost increasing as the patient gets older. The benefits, however, to the individual patient are huge. Within 50 years our attitudes

to CF have radically changed. From a disease with no hope for young children in the 1950s we now believe CF is eminently treatable; children progress through to adult life with often minor changes and there is the future prospect of gene therapy becoming a reality.

Dr Warren Lenney is consultant respiratory physician at the Academic Department of Child Health, University Hospital of North Staffordshire and Keele University, Stoke-on-Trent.

References:

1. Anderson, DH. Cystic fibrosis of the pancreas and its relation to celiac disease: A chinical and pathological study. Am J Dis Child 1938; 56: 344-99.

2. Fanconi, G et al. Das Coeliaksyndrom bei Angeborener zystischer pancreas fibromatose und bronchiektasien. Wien Med Wschr 1936; 86: 753-6.

3. Farber, S. Pancreatic insufficiency and the coeliac syndrome. N Engl J Med 1943; 229: 653-82.

4. Bodian, ML. Fibrocystic disease of the pancreas. A congenital disorder of mucus production (mucosis). W Heinnemann, London 1952.

5. Busch, R. The history of cystic fibrosis. Acta Univ Carol Med 1990; 36: 13–15.
6. Gibson, LE, Cooke, RE. A test for concentration of electrolytes in sweat in cystic fibrosis of the pancreas utilising pilocarpine by iontophoresis. Pediatrics 1959; 23: 545–9.

Further information:

The Cystic Fibrosis Trust, 11 London Road, Bromley, Kent BR1 1BY. CF Helpline 0845 859 1000 Benefit advice 0845 859 1010 Welfare grants 0845 859 1020 mmm.cftrust.org.uk

The British Lung Foundation, 73-75 Goswell Road, London EC1V 7ER. Tel: 0207 688 5555 mmm.lunguk.org 7. May, DM, Low CU. The treatment of cystic fibrosis of the pancreas in infants and children. Pediatrics 1948; 59: 377-9.
8. Boncher, RC. New concepts of the pathogenesis of CF lung disease. Eur Respir J 2004; 23: 146-158.
9. Guidelines for the use of antibiotics in cystic fibrosis. CF Trust Publications, London.
10. Medicines for Children 2003. RCPCH Publications, London.

Actionplan

1. What different types of nebuliser are available? Are they all suitable for the administration of all classes of medicines, for example antibiotics, beta₂agonists, antimuscarinics and corticosteroids? If not, why?

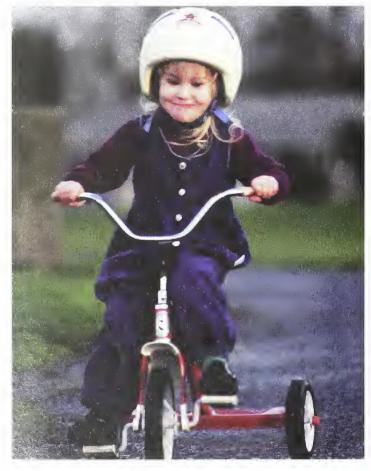
2. Check if there are any specific methods of preparation of nebulised medicines by patients (some manufacturers give specific advice). What is the reason for these methods?

3. Cystic fibrosis patients usually require vitamin, food and enzyme supplementation. In your practice workbook list some of these, particularly the enzymes. What are the differences between the various enzyme preparations available?

4. This article questions the use of corticosteroids in some situations for CF patients. In your practice workbook record the next 50 prescriptions you dispense for corticosteroids for chest problems. In each case find out (if you can) why they are being prescribed. Is there sufficient cyidence base for their use in these cases?

5. In your practice workbook list the common drugs that cause ototoxicity. Do you frequently dispense any of them? What advice do you give patients prescribed these drugs?

6. The article draws attention to the cost of drugs used in CF. Discuss with colleagues how you feel about prescribing being cost related.



Children with CF now progress into adulthood with often minor changes

ree carring for pharmacists

Is using **Pharmacy Update** for continuing education are reminded of the need to test. With the nus Pharmaceuticals, C&D's readers can self-test their progress by using the multiple choice paper to be inserted in the May 1 issue, which will cover this week's CPP-accredited module, together the progress of the paper to be inserted in the May 1 issue, which will cover this week's CPP-accredited module, together the paper to be inserted in the April 10 and 17 issues. These will cover:

• Cystic Lis part 2 (1299) • Parkinson's part 1 (1300) • Parkinson's part 2 (1301)

A telephone of the independent verification of results – details on the monthly MCQ papers. People wanting the approx for Pharmacy Update can contact Mary Prebble on 01732 377269.





Pain relief at your finger tips



Movelat Relief Gel/Cream. ABBREVIATED PRODUCT INFORMATION. Presentation: Movelat, Relief Cream contains mucopolysaccharide polysulphate (MPS) 0.2% w/w and salicylic acid Ph. Eur 2.0% w/w in a white cream base. Movelat, Relief Gel contains the same active constituents in a colourless gel base. Indications: Movelat, Relief is a mild to moderate anti-inflammatory and analgesic topical preparation for the symptomatic relief of muscular pain and stiffness, sprains and strains, and pain due to rheumatic and non-serious arthritic conditions. Dosage: Adults, the elderly and children over 12 years: Movelat, Relief Cream: Two to six inches (5-15 cm) to be massaged into the affected area up to four times a day. Movelat, Relief Gel: Two to six inches (5-15cm) to be applied to the affected area up to four times a day. Contra-indications: Not to be used in children under 12 years of age. Not to be used in susceptible asthmatic patients in whom salicylates can induce bronchial reactions. Not to be used on large areas of skin, broken or sensitive skin or on mucous membranes. Not to be used in patients with a known sensitivity to any active or inactive component of the formulation. Pregnancy and lactation: Not to be used during the first trimester or during late pregnancy. Special warnings and precautions: For external use only. The stated dose should not be exceeded. If the condition persists or worsens, consult a doctor. Side Effects: Allergic skin reactions may occur in individuals sensitive to salicylates. Market Authorisation Holder: Sankyo Pharma UK Limited, Repton Place, Amersham, Bucks. HP7 9LP. Market Authorisation Numbers: PL 8265/0008 (Movelat, Cream/Relief Cream), PL 8265/0009 (Movelat, Gel/Relief Gel) Legal category: P. Trade Price: £4.11 per 80g tube, £2.59 per 40g tube. Retail Price: £7.20 per 80g tube, £4.53 per 40g tube. Further information from: Medical Information, Sankyo Pharma UK Limited, Repton Place, Amersham, Bucks, HP7 9LP. Date of preparation, API: September 1997. Date of revision, API: February 2003.

Lone schizophrenics harmacy help

Only 41 per cent of patients with schizophrenia take their medications regularly, with those living alone most likely to be noncompliant, claim US researchers writing in the . Interican Journal of Psychiatry.

Almost one quarter of the patients were non-adherent to their prescribed medications, and 17 per cent were only partially compliant the study found. Meanwhile, 19 per cent of the study was classed as "excess

fillers": they filled their prescription more frequently than prescribed. Hospitalisation was up to twice as likely for those did not adhere to their medication compared with those who did. Those who were partially adherent or were "excess fillers" were 80 per cent more likely to be hospitalised.

Pharmacists, doctors and family members need to improve their management of schizophrenia patients particularly when a

patient lives alone, they said.

"Those living independently or homeless are least likely to receive medication supervision, to have the support of family members and to have access to outpatient care." The patients with the highest compliance were those living with family members or in an "assisted living facility", they concluded.

For more information:

http://ajp.psychiatryonline.org/ Am J Psychiatry 2004: 161;

Cyclonest, 300 mg

Alpharma Ltd Tel: 01271 311200

Stroke risk on long flights

Cramped seating conditions on aeroplanes may be putting longhaul passengers at risk of stroke as well as venous thromboembolism. researchers have claimed.

People who have a small

opening between the atria of the heart (patent foramen ovale, or PFO) are thought to be most at risk. Previous research has stated that around 30 per cent of the population may possess a PFO.

Researchers in London have warned this week that an embolus that is too small to produce a symptomatic pulmonary embolism may result in a stroke in a patient with a PFO.

They added that as cases of DVT and stroke tend to have a delayed presentation, the true incidence of such events may be underestimated. The paper in the European Journal of Vascular Surgery detailed a new case of "economy class stroke syndrome" and included a literature review of 12 further cases identified using a search facility.

For more information:

Eur J Vasc Endovasc Surg 2004; 273:



Avodart reduces **BPH** risk

Avodart (dutasteride) lowers the risk over four years of benign prostatic hyperplasia progressing, researchers have claimed.

Dutasteride treatment for over four years reduced total prostate volume by 27 per cent, announced researchers at the European Association of Urology conference. Patients reported an improvement in symptoms from six months continuing over the four years.

Oncology lecturer Mark Emberton said the results showed "significant reductions in the risk of BPH progression, preventing the deterioration in symptoms and complications"

For more information:

www.uroweb.org

Casodex improves progression-free survival

Casodex (bicalutamide 150mg) in conjunction with standard prostate cancer therapy significantly improved progression-free survival for men with local disease, researchers announced at the European Association of Urology conference in Vienna

Treatment with bicalutamide provided greatest benefit to men with locally advanced disease where it reduced the risk of disease progression by 47 per cent. Additional data showed that bicalutamide was as effective as castration but provided patients with quality of life benefits such as vitality, physical capacity and sexual interest.

Clinical oncology consultant

Heather Payne said: "Five year data from the largest ever treatment study in prostate eancer showed an overall benefit for patients, with the greatest benefit in patients with locally advanced disease. These results provide physicians with a strong foundation for the use of bicalutamide 150mg in patients with locally advanced prostate cancer."

The study of over 8,000 patients found that patients who had radical prostatectomy and were given bicalutamide 150mg experienced a reduction of disease progression when compared with men who had surgery alone.

For more information:

www.uroweb.org

Scriptines

Cyclogest change

Alpharma has relaunched Cyclogest following acquisition of the product from Shire Pharmaceuticals.

Alpharma has said that there will be no disruption to product supply, and the pipcodes and list prices are unchanged.

For more information:

Tetralysal 56

Tetralysal (lymecycline) is now available in a 56-capsule box from Galderma.

Price: £14.26

Pack Size: 56 capsules Pip code: 304-2819 Galderma Tel: 01923 291033

Zispin SolTab

Zispin SolTab (mirtazipine orodispersible) will replace Zispin, which will be discontinued when current stocks are exhausted in May 2004, Organon says.

Zispin SolTab is bioequivalent to Zispin, but is available in a wider dosage range.

For more information:

See Price List Organon Tel: 01223 432700

Kapake Effervescent

Galen has launched Kapake Effervescent Tablets (paracetamol 500mg, codeine phosphate hemihydrate 30mg) as a Prescription Only Medicine.

Two effervescent tablets should be dissolved in at least half a glass of water and taken every four hours up to a maximum of eight tablets daily.

Patients with acute asthma, acute alcoholism, taking monoamine oxidase inhibitors concurrently or within 14 days, or where opioids are contraindicated should not take Kapake Effervescent Tablets.

Price: £8.90

Pack Size: 100 tablets Galen

Tel: 02838 334974



etwatch



Avent sterilising goes digital

A digital steam steriliser that can sterilise six baby bottles in six minutes is being introduced into the Avent range.

The Express iQ Electronic Steam Steriliser incorporates a digital display that indicates each stage of the sterilising process.

It indicates when the unit is ready to use, when the water has turned to steam and when the cycle is complete. It also gives a minute-by-minute countdown to cycle completion and a three-hour



Pip code: 303-5045 Cannon Avent Tel: 01787 267000

Trojan turns up heat for couples

countdown showing sterile time left.

The steriliser can hold six Avent feeding bottles and accessories and has a special internal rack to take the ISIS breast pump It comes with three Avent

feeding bottles (2x125ml, 1x260ml), one 3m+ Avent Magic Cup with handles, one bottle brush and teat tongs.

Price: £50.00

Carter Products will launch a new condom into its Trojan Pleasure range in June.

Trojan Shared Pleasure is aimed at couples and is designed to provide a stimulating and pleasure enhancing experience

for both partners. The condom features a warming lubrication system which is

activated by both partners' natural body moisture. The launch will be supported by

a summer marketing campaign including nationwide sampling

Price: £3.29 (3 pack), £9.89 (10 pack) Carter Products

Tel: 01303 858828

New GSL pack for

Boehringer Ingelheim is introducing a small GSL pack for Dulco-lax Perles containing 20 capsules.

Dulco-lax Perles

PERLES

Relief from constipation

Indicated for the short-term relief

of constipation, each easy-toswallow capsule contains 2.5mg sodium picosulfate.

The capsules should not be

taken by children aged under 10 without medical advice and are not recommended for children under four vears old.

Dulco-lax Perles are already available in a 'P' pack of 50 capsules

Price: £2 99

Pack Size: 20 capsules Pip code: 303-0889 Pharma

Healthcare Tel: 01202 314824

Full Marks back on TV

SSL International is supporting its Full Marks head lice treatment with a £1 million national TV campaign this month.

On air from April 5-25, the commercial highlights the quick and easy application of Full Marks Mousse.

The campaign is targeted at housewives with children aged four to 10.

A modern way to treat head lice

> For more information: SSL International plc Tel: 0161 654 3000

OTC version of Lomotil

Goldshield Pharmaceuticals has introduced a 'P' version of Lomotil

Dymotil tablets, which contain 2.5mg diphenoxylate and 0.025mg atropine sulphate, are indicated for acute diarrhoea. The tablets are suitable for adults aged 16 and over

As an introductory offer to pharmacies, there is 50 per cent discount off the usual trade price of £2.82 (excl VAT) until May 31.

Price: £4.95

Pack Size: 20 tablets Pin code: 303-0988 Goldshield Pharmaceuticals Ltd. Tel: 020 8649 8500

RECOMMEND THE NO.1 NON-STEROIDAL NASAL SPRAY FOR HAYFEVER

Consumer



Aller-eze nasal spray and eye drops azelastine hydrochloride P For further info contact Novartis Consume: Health, Horsham, RH12 5AB

14 against the law to sneeze in a church in Nebraska, USA











sea minerals

Zeemineralen



SHOWER GEL

soft pearls with fruit extracts and vitamins

sout the

Lux stimulates cleansing category with new bath and shower range

Offers consumers a premium product at a competitive price encouraging trading up from mass market brands

Backed by £7 million (mms) media campaign starting in May and including TV, posters and cinema advertising

Stock up now and add some sparkle to your sales!

Frontshop,

Nivea takes sensitive approach to men

Beiersdorf is extending its Nivea for Men Sensitive range with two new products targeted at men aged 18-35 with dry, sensitive skin.

Nivea for Men Sensitive Face Wash has been developed to cleanse the face without drying it out or

aggravating sensitive skin conditions. The soap, perfume and alcohol-free formulation contains vitamin E and chamomile to protect the natural moisture barrier of the skin.

Nivea for Men Sensitive Daily Moisturiser is an anti-inflammatory moisturiser containing chamomile, vitamin E and pro vitamin B5.



range this year.

Price: face wash (150ml) £5.39, moisturiser (75ml) £7.35

Pip code: face wash 302-3595, moisturiser 302-3587

According to

cent of British men

claim to suffer with

sensitive skin. The

advertised in men's

magazines from June

as part of a total £4.6

million campaign for

the Nivea for Men

Sensitive range will be

Beiersdorf, over 46 per

Beiersdorf UK Ltd. Tel: 0121 329 8800

Fresh appeal for Softlips

Mentholatum is introducing a fresh new look for Softlips lip balm.

Softlips, which comes in a twist up slimline stick, has been repackaged in softer-looking cushion packs.



The packs are colour coded for each of the three SPF20 variants – peach for French Vanilla, green for Sparkle Mint and rose for Vitamin Enriched.

The packs are presented in their own stand-alone merchandisers, each holding six units.

Price: French Vanilla, Sparkle Mint £1.79, Vitamin Enriched £1.99

Pip code: French Vanilla 279-9898, Sparkle Mint 279-9872, Vitamin Enriched 290-1304 Pharma Consumer Care

Tel: 01202 314824

Compeed steps up campaign

Johnson & Johnson has joined forces with sports specialist Dr Patrick Milroy (right) to launch the London

In the run up to this year's marathon on April 18, J&J has produced the *Compeed Feet First* guide in conjunction with Dr. Milroy.

Marathon Feet First campaign.

The booklet provides information on the importance of footcare for runners.

Supplies of the guides are available to display at point of sale.

J&J estimates that almost half of the injuries sustained by marathon runners will be blisters.

"At this time, consumers require plasters that will improve their performance and prevent the pain and pressure caused during training," says Stefano Curti at J&J.

For more information:
Johnson & Johnson Ltd.
Tel: 0845 6012261

Teenagers plastered

3M will launch two new plasters into its Nexcare first aid range in June.

Nexcare Protect Tattoo Teen Strips are based on the Protect Strip design and may encourage teenagers to wear a plaster to cover a wound when they otherwise might not. Nexcare Sensitive Pop Art Strips are made from lightweight breathable low-allergy material. The pop art designs should appeal to youngsters.

Price: £2.39

3M Health Care Ltd. Tel: 01509 611611

TVnext week

Full Marks: All areas

Huggies: All areas

Lucozade Sport: All areas except U, CTV, C4, five, GMTV

Panadol: All areas except U, CTV, GMTV

Ribena: All areas except U, C4, GMTV

Sanatogen Gold: All areas

Senokot: Y, C4, five, GMTV, Sat

Simple Oil Control: five

Syndol: All areas

PharmaSite for next week: Quiet Life – window, Fluconazole – instore, Brolene cool eyes – dispensary

A-Anglia, B-Border, C-Central, C4-Channel 4, five-Channel 5, CAR-Carlton, CTV-Channel Islands, G-Granada, GMTV-Breakfast Television, GTV-Grampian, HTV-Wales & West, LWT-London Weekend, M-Meridian, Sat-Satellite, STV-Scotland (central), TT-Tyne Tees, U-Ulster, W-Westcountry, Y-Yorkshire

Changing the face of Aapri

Keyline Brands is relaunching its Aapri skincare brand with a new image.

The Aapri range is being extended to include six products to cleanse, exfoliate and moisturise.

The new look range comprises Scrub Cream, Facial Scrub Gel, Revitalising Facial Wash, Daily Moisture Balm, Dual Cleansing Pads and Exfoliating Wipes.

The relaunch will be supported by a striking advertising campaign in women's magazines from May until September. The tagline 'beauty, uncomplicated' will be

used to describe the

brand's new image.

New point-of-sale material is also available.

Price: Scrub Cream, Facial Scrub Gel, Dual Cleansing Pads £3.49, Revitalising Facial Wash, Exfoliating

Revitalising Facial Wash, Exfoliating Cleansing Wipes £3.99, Daily Moisture Balm £4.99

Keyline Brands Ltd. Tel: 020 8893 5333



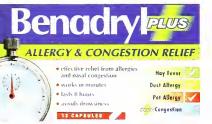


SOLVE GASES FAST WITH BENADRYL



CASE #1

For a high-speed solution Benadryl Allergy Relief is active in just 15 minutes: no other non-drowsy* allergy 'tablet' works as fast.



CASE #2

When a blocked nose is involved Benadryl Plus is the only non-drowsy* allergy relief with added decongestant.

Acrivastine & Pseudoephedrine

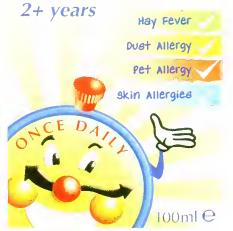


CASE #3

Benadryl One a Day Relief: Just one tablet for non-drowsy* relief all day.



Once daily allergy relief for Children



Cetirizine hydrochloride

CASE #4

For kids aged 2+, Benadryl Allergy Oral Solution is the number one[†] OTC non-drowsy* children's allergy syrup. Available in great tasting banana flavour.

Cetifizine nydrochiond

Acrivastine/Cetrrizine, at the recommended dose, do not cause drowsiness. However, some cases of drowsiness have been reported initial message costs up to 10p plus VAT. To unsubscribe from subsequent free alerts text 'stop' to 85080. *Information resources.

A11 IRI HBA outlets Unit and Value sales, 52 w/e 21 Feb 2004

WHEN WE SAY IT'S FAST, WE MEAN IT'S FAST

www.allergyadvice.co.uk For Pollen Alerts text: Pollen to 85080"



Sche effects: Rarely: drowsiness. RRP (ex-VAT): 12s, £3 70, 24s £6 43 Legal category: P PL holder: Pfizer Consumer Healthcare, Chestnut Avenue. Eastleigh, Hampshire S053 320 PL number: 15513/0035 Oate of preparation: July 2003. BENADRYL PLUS CAPSULES PRODUCT INFORMATION: Presentation; Acrivastine 8mg and pseudoephedine 60mg. Uses: Allergic rhinitis. Oosage: Adults and children 12 – 65 years. One capsule as necessary, up to three limes a day Contraindications: Hypersensitivity to any of the ingredients or triprolidine Severe hypertension, significant renal impairment or severe heart disease, those who have taken MAOIs in the preceding 14 days. Precautions: Diabetes, hyperthyrioidism, heart disease, hypertension, glaucoma or prostatic enlargement. Patients taking sympathomimetics, antihypertensives, and tricyclic antidepressants. Effects of alcohol or other CNS depressants may be enhanced. Advise not to undertake tasks reguiring mental alertness. Pregnancy & lactation: Not recommended. Side effects: Rarely: skin rash, drowsiness, urinary retention or CNS excitement. RRP (ex-VAT): 12s £4 25. 24s £7 65. Legat category: P PL holder: Pfizer Consumer Healthcare, Eastleigh, Hampshire S053 3ZO. PL number: 15513/0017. Date of preparation: July 2003. BENADRYL ONE A DAY & BENADRYL ONE A DAY RELIEF PRODUCT INFORMATION: Presentation: Cetirizine 10mg. Uses: Symptomatic treatment of rhinitis and uricicaria. Oosage: Benadryl One A Day, Adults and children 6 years and over. One tablet daily. Contraindications. Hypersensitivity to any of the ingredients Precautions: As with other antihistamines avoid excessive alcohol consumption. Pregnancy & lactation: Not recommended. Side effects: Occasionally: headache, dizziness, drowsiness, agitation, dry mouth or gastrointestinal discomfort. RRP (ex-VAT): Benadryl One A Day, 14 £6 77. Benadryl One A Day Relief, 7 £3 79 Legal category: Benadryl One A Day. 14 £6 77. Benadryl One A Day Relief. Orosumer Healthcare, Chestnut Avenue, Eastleigh, Hampshire S053 320. Date of preparations: July 2003



Half of Dollar Rae's 70-year involvement in retail design has been as a pharmacy shopfitting specialist. Managing director John Hilditch discusses the latest trends in a Q&A session with Gary Paragpuri



philosophy

What are the major trends in pharmacy refits?

Increasingly, we deal with pharmacists who have a significant volume of NHS prescription business and/or are based in health centres.

Pharmacists are more open and alert to the nced not only for consultation rooms but also for making a commitment to the key areas of medicines management and diagnostic testing.

As a result, consultation rooms, which are also being used for complementary purposes, such as networking with other health professionals, including chiropodists and ostcopaths to form pharmacy-based medical centres, are becoming increasingly popular.

More work is going into the design of dispersacies to provide better work environments that: are more efficient, take account of convechnology, and allow prescription processing to be done quickly, efficiently and a mately. They have to be ergonomically me and better organised.

Pharmacy furniture is also becoming more specialised to create a betrer environment, with improved organisation, efficiency and looks.

Another trend is to incorporate an area for methadone administration which is discreetly located, close to the dispensary, safe for pharmacy staff and out of view of other patients. You don't want it necessarily in an enclosed room where staff could feel vulnerable. Our range of pharmacy furniture also includes containers that we have designed for needle exchange use.

Medical counters now have less merchandise and are more akin to reception counters. It is all part of the creation of a professional image and signifies to the public that this is a place where they can come for advice.

That leads on to another trend – the establishment of clearly designated areas for the dissemination of public health information and lifestyle advice. Some clients have incorporated into these areas touch-screen

A high percentage of clients now have a strong health focus with their business. At one time it was more of a retail focus. While the real growth is in health, it should be noted that an alliance between retail and the development

of a professional and clinical image still works well in today's community pharmacy market.

Although there is uncertainty surrounding the extended role envisaged for the pharmacist in primary healthcare provision and the remuneration of these additional services, there is a growing recognition among our clients that they have to network with local PCTs and take on a more professional role.

What that role will be specifically and what the PCTs will pay for is still uncertain.

What percentage of shopfits incorporate a consultation room, and are these rooms private or semi-private?

Purpose-built private or semi-private consultation areas feature in about 95 per cent of the refits that we currently handle. There is a growing trend towards having fully-enclosed rooms for morning-after pill dispensing, blood pressure cheeks, smoking cessation elinics, nutrition clinics, medicines management, diagnostic testing, chiropody, reflexology etc.

Although the consultation rooms are fairly



small, averaging about 2m by 2.5m, various design elements like the decor, lighting and the use of frosted glass doors help to give the illusion that the rooms are much bigger than they actually are. Our designs ensure that there is a feeling of privacy but include an element of daylight to avoid a hemmed-in feeling for the patients. Most of our consultation rooms are wired up and equipped for PC terminals.

How are you improving the dispensary work environment, and making them more efficient, able to take account of technology and allowing quicker and more accurate dispensing, and what are the particular design features that implement this?

We recognise that the dispensary is the heart of the retail pharmacy and that there is a need for efficiency and accuracy. We analyse what the pharmacist is doing, the level of business, the way in which staff operate, the space available etc. When looking at the services

provided, we establish the volume of prescriptions, the amount of repeat prescription work, whether there is a need for the provision of electronic dispensing, robotic dispensing, a monitored dosage system for nursing homes, and a wound care section. It is vital to ascertain what the pharmacist really needs and is likely to need in the future. We design an initial layout for the dispensary to see what works best and which methods would best suit the pharmacist to be able to deliver a prompt and efficient service as well as managing stock efficiently

To achieve efficiency, accuracy and optimum staff and workflow, the design of the dispensary is critical. If the pharmacist is providing all the services mentioned here, he will need a suitable length of expansive dispensary bench - about 5m - with a lot of depth of storage, ensuring that he and his staff are not having to struggle for space to carry out their work. For efficiency and accuracy, the monitored dosage system practically needs its own distinct area within the dispensary or in a separate location. The

decision to go for a management drawer system or open style shelving or a combination of both is determined by what best suits the pharmacist's operational objectives. Our design solutions are tailored specifically to each individual client, but also pre-empt their needs five or more years ahead. We always seek to make the dispensary a much more pleasant environment in which to work. Although ethical in appearance, we do not make them too sterile; there is an element of colour and light. Hygiene and durability are other important factors in the design.



How is pharmacy furniture evolving? Are there any examples such as changes in computer workstations, carousel shelving, lighting, air-conditioning etc?

The design of pharmacy furniture is evolving to create a much better organised dispensary environment in which the pharmacist can deliver speedy, efficient and accurate dispensing. Management drawer systems, automated dispensing, even robotic dispensing, are being considered by some forward-thinking pharmacists. The specialist pharmacy furniture we design and manufacture in-house is not just installed to meet today's needs but also those of tomorrow. The integration of IT and cable management within the pharmacy is important. There are very few pharmacies that don't have airconditioning or some form of climate control for a more pleasant and productive work environment. Specialist lighting is also becoming more prevalent in order to create a sense of 'theatre' in shops with a retail side, to add a sense of distinction and make the merchandise on display more appealing to the

Do healthcentre refits present any special problems not seen in standard' pharmacy shops?

Pharmacy has a role within the health centre context and a number of clients are now engaging with them (about 35 per cent). It brings people together and allows networking among health professionals.

The biggest problem, however, is one of space, but we can normally work with the developers to arrive at a compromise solution. The sooner we are involved the better, even before the health centre is built, so that the pharmacist's requirements can be accommodated we hin the pharmacy design. In health centre pharmacies, the dispensary will occupy a greater percentage of the overall space. The pharmacist normally sells OTC

The integration of IT and cable management within the pharmacy is important

medicines, P and GSL lines, but with a very limited range of other merchandise, if any. It is more professional products that people buy in these pharmacies.

If the real growth is now in health, how can design help to ensure that a health image can still incorporate retail areas?

In present-day community pharmacy practice, there is a fusion between health and beauty. It's all to do with personal wellbeing, whether it's vitamins and supplements, an appointment for an aromatherapy massage in a Clarins beauty studio incorporated in the pharmacy premises or the purchase of a scientifically formulated item of skincare. In terms of design, we have to highlight the profit centres and the use of graphics, signage, lighting, plasma screens, floor finishes can all be brought into play to blend them together and create an overall image.

How do the proposed services in the forthcoming pharmacy contract impact on what pharmacists want from a refit?

Much that is emerging in that report are things that we thought possible for some time. We could see a trend that many pharmacies would become more service-orientated than actually selling products. It's not to say that

they are not selling products, but the emphasis now is more service-related. Moreover, this trend has to be reflected in the design. But it has to be done in close consultation with our customers to see whether they feel that they want to engage in the various services. We recognise that there are mixed views and opinions out there: some pharmacists are waiting on the definitive response from the Government to the OFT's report and want it spelled out before they do anything, but others are moving on and they are the ones who are going to benefit.

Are pharmacists cutting back on investing in shopfits?

A number are, but not necessarily our client base who see great value attached to having a professional image to their business. That is the only reason there can be significant investment. Clients' shops are not architectural monuments, but convey that there is something solid and permanent here. and with longevity. If you do a thing well, design it well; it has a long lifespan and staying power.

What can pharmacists do if they want to spend a minimal amount on a shopfit, but they still want a new look that makes a difference?

If you want your pharmacy to be professional, to be at the cutting edge and be able to withstand a lot of different cycles in design fashion, there is a level of investment necessary. We have clients who have attempted to attain a new image by cutting corners financially. They quickly come back to us expressing regret at what they did.

What increase in turnover can a shopfit produce on average?

Assuming that pharmacists are not increasing the size of their original premises, it is not uncommon to see 30 per cent. The rises coming through today are not as great as they were in previous years. The whole business is so much more competitive and those that are in business today are, in the main, in it for real. We are already dealing with very successful and substantial businesses and they want to ensure that their business continues growing.

What are the three features most requested by pharmacists as part of

An efficient open plan dispensary and pleasant work environment; facilities for consultation and displaying public health information; and the creation of an overall professional environment, externally and internally, equipped with air conditioning and automatic sliding doors and one that distinguishes them in the marketplace.

Which features are no longer popular?

The corner shop image; enclosed window displays; too much variety of colour; earpets and low-voltage and fluorescent lighting.

For more information: Dollar Rae Tel: 0141 649 9331.



The **Shipman** factor

While the Shipman Inquiry is drawing up its recommendations for the handling of controlled drugs, David Reissner asks for some practicalities to be considered

Harold Shipman, a Hyde GP, murdered at least 215 patients, usually visiting them in their homes and injecting them with a fatal overdose of diamorphine.

He mostly obtained his diamorphine by writing bogus prescriptions for patients, or signed orders, which he presented at community pharmacies, or by visiting the homes of deceased patients and collecting unused controlled drugs. Many of the bogus prescriptions were for a single 30mg ampoule of diamorphine which, the Inquiry has heard, has no therapeutic use: a patient who is in such severe pain that tolerance to 30mg has been developed will need more than a single ampoule, and 30mg would be more than enough to kill anyone who has not built up a tolerance.

The terms of reference for the public inquiry, chaired by Dame Janet Smith, included investigating "the procedures for prescribing, dispensing (to include provision of signed orders), collecting, delivering, storing and disposing of controlled drugs" and making proposals for change. The Inquiry report, expected in the summer, will be a far reaching critique of the current law governing the supply of controlled drugs from community pharmacies, with recommendations for far-reaching changes.

The current Misuse of Drugs legislation is already very strict. The slightest failure to register the receipt or supply of a controlled drug is a criminal offence. The same applies if a controlled drug is left out of a regulation CD cabinet fixed to the wall or floor with a specified number of ragbolts. Prescribers are not allowed to print CD prescriptions. They must write quantities in both words and figures and, if they omit to do so, it is the pharmacist who may find him or herself in court and facing the prospect of the Statutory Committee, not the doctor.

In addition, pharmacies are subject to regular inspection both by inspectors of the RPSGB and by police CD inspectors. Many of the patients for whom controlled drugs are prescribed – addicts – are difficult to deal with and have the potential to be abusive or even violent. In short, dealing with controlled drugs is already onerous; so much so that some pharmacy owners choose not to stock controlled drugs and not to dispense for addicts if they can avoid it. In turn, this places a greater burden on those that do.

Naturally, pharmacists generally assume any request they receive from a doctor for the supply of a drug is genuine and that it is the intention of doctors to heal. Our society depends on trust, and it is essential for



Some of the ideas under discussion seem obviously unworkable

pharmacists and doctors to have strong working relationships for the benefit of patients. Where working relationships break down, problems can arise for both pharmacists and patients; for example, pharmacists may find it more difficult to get through to a GP by telephone, when a prescription query arises.

However, pharmacists have to ensure they do not worry about upsetting doctors when they are alerted to a possible problem or have cause for suspicion. This should not mean that pharmacists have to become detectives. Their training and the guidance they receive from the RPSGB currently focuses on spotting forged prescriptions, not delinquent doctors.

Issues the Shipman Inquiry is considering

- Whether CD prescriptions could be computer generated and transferred electronically to pharmacies
- Limiting the dosage of CD prescriptions to a 14 or 28-day period
- Restricting the validity of CD prescriptions to 7 days, rather than the present 13 weeks
- Młowing incorrectly written prescriptions to be amended by someone other than the prescriber
- Restricting the supply of controlled drugs. to "specialist pharmacies"
- Insisting specialist pharmacies provide an out-of-hours service and/or facilities for supervised consumption
- Requiring pharmacists to maintain a running balance of controlled drugs that should be in stock

- Allowing CD registers to be kept electronically
- Requiring pharmacists to obtain and record identification evidence from a person collecting controlled
- Prohibiting healthcare professionals from collecting controlled drugs from pharmacies
- Requiring pharmacists to hand. out with controlled drugs a leaflet explaining the key issues relating to controlled drugs and emphasising the need for safe storage and disposal
- Requiring pharmacists to collect and dispose of unused controlled drugs following the death of a patient.

Some of the ideas under discussion seem obviously unworkable. For example, PCTs are already supposed to inform oxygen. contractors of the death of patients, but often do not do so. Who would have responsibility for notifying a pharmacist of a patient's death, and will there be a time limit for collecting unused CDs? Who will

give a pharmacist access to the deceased's home? How is the pharmacist to make allowance for a grieving family when turning up on the doorstep?

Other proposals may be welcomed by pharmacists, particularly the ability to keep electronic registers and to correct and to dispense a prescription that is not written in accordance with the regulations. This must be better than choosing to dispense and risk prosecution, or keeping a patient waiting for analgesic medication until the prescriber provides a lawfully written prescription.

There is a danger that the Inquiry will lead to changes in the law that impose even greater legal burdens on pharmacists, discouraging some from stocking controlled drugs even if they are still permitted to do so. For example, maintaining a running balance may be an automatic function of an electronic register, but extremely burdensome with a manual system, doubling the number of entries made in the CD register and involving an arithmetical calculation each time. Moreover, a dishonest pharmacist could be expected to avoid showing the true balances.

The Inquiry's final recommendations need to be proportionate to the risk that another doctor would use controlled drugs to murder patients and should avoid imposing intolerable burdens on those who provide pharmaceutical services, and criminalising them if they make an inadvertent error.

David Reissner is a partner with Charles Russell Solicitors.

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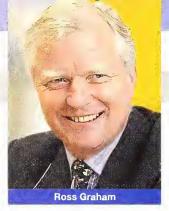
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Backissues

Acambis has announced the appointment of Ross Graham as an independent non-executive director and chairman of its audit committee. M. Graham has joined from the information technology company Misys Plc.



The biopharmaceutical R&D company Alltracel Pharmaceuticals has named **John Kelly** as head of alliances and acquisitions. Mr Kelly moves from Logica-CMG Wireless Networks where he was vice-president of finance.

Calling all technicians

UniChem is inviting technicians to enter the newly-launched Pharmacy Alliance Community Technician of the Year Award.

The winner will receive one year's full membership of the Association of Pharmacy Technicians UK, a fully paid trip to the APTUK annual conference in 2005, an invitation to the UniChem gala dinner in November, £250 towards education and training and an engraved crystal trophy.

Pharmacy Alliance general manager Alistair Marsh said: "With the impending pharmacy contract and technician registration, it is really important that pharmacy technicians are recognised for their valuable input in improving patient care."

The company hopes that the award will present an opportunity for technicians to extend their role and fully utilise their skills.

The award is open to all technicians working in community pharmacy who have attained pharmacy NVQ Level 3 or equivalent.

For application forms e-mail info@pharmacyalliance.co.uk or call 020 8974 2100. The deadline for applications is July 30.

OTC car competition winner can't believe her good fortune

Karen Baker couldn't believe her bad luck when her car was written off by a hit and run driver while parked outside her house one night. But her luck changed when, only hours later, *Over The Counter* magazine editor Lesley Keen telephoned to tell her she had won a competition. The prize? A brand new Ford Ka courtesy of Nestlé Build-Up Nutrition.

Ms Baker travelled to Nestlé's headquarters in Croydon with partner Nigel Whitfield to collect her prize from Nestlé category manager Trish Templeton. A few days after the presentation Ms Baker said: "I'm over the moon. It's lovely to drive."

Patients and customers who visit Wraysbury Pharmacy in Berkshire will undoubtedly know about Ms Baker's win. She said: "My colleagues in the pharmacy are so excited about my win that



Pictured from the left are: Nigel Whitfield, prize-winner Karen Baker, Nestle's Trish Templeton, *Over The Counter* editor Lesley Keen and *C&D* editor Charles Gladwin with the prize car

they are telling everyone who walks through the door." And later this year there will be more cause for celebration when she will celebrate 21 years of service at the pharmacy.

Runners gear up for Marathon

Following the news that pharmacist Sanjay Anand will be running the Flora London Marathon later this month (C&D, March 20, p+2), Carol Watson contacted C&D to say that she will be attempting the 26.2 mile run on behalf of the British Heart Foundation.

A pharmacist at the Burrows and Close branch in Stapleford, Nottingham, Ms Watson said: "I ran a marathon a few years back,



but this is the first time I have run London and perhaps I haven't done as much training as I should have. I'm just planning on getting round and enjoying the event."

She added that she has only just decided to run for the charity following the recent death of her running club coach from a heart condition, so was unsure of how much money she would raise. Ms Watson can be contacted on tel: 0115 939 1589.

Thornton & Ross will also be at the Marathon on April 18. The company will have a stand in the exhibition area that will be located between the registration area and starting line for the race.

The stand will feature a Wellpoint Interactive Health Centre so runners can check their pre-race blood pressure and pulse.



Five pharmacists have received awards from the 'Have a Heart Paisley' pilot health project for their involvement in the town's successful smoking cessation scheme. Pictured from left, Elizabeth Russell of Abbey Chemists, Dorothy Gillespie of FA Parkinson and Claire Bennie of Abbey Chemists collected their awards at last month's Paisley LHCC pharmacy locality group meeting. Awards also went to Brian Devanney of Barshaw Pharmacy and Jasvinder Shergill of Foxbar Pharmacy

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Ad Manager: Quentin Soldan

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Publishing Director: Fergus Wilson

16 OTC Awards
How you voted

What a relief Which oral pain killer to offer each customer

32 Travel at the edge adventurous holidaymakers

Feverish activity
Children and allergies

The milky way Helping to choose the right infant formula

It's a tough job... Lesley Keen on the best products of recent weeks, and a round-up of new and upcoming launches

Counter talk
Pharmacy news

On the counter Product news

Behind the counter Verity struggles with Monday and a Which? report



O Pucker up They are our most mobile facial feature, so how do we keep lips looking their best?



Who should you turn to when hayfever sufferers begin to sneeze...

UCB-ZA-04-04

talk



I had a memorable trip to the Nestlé headquarters at Croydon a couple of weeks ago.

And it wasn't just because the people at Nestlé are always so charming.

I was there to see one of our Over The Counter readers

collect the keys to a brand new car, courtesy of Nestlé Build-Up Nutrition the prize in our Over The Counter Awards draw.

The Awards coverage starts on page 16 and you'll be able to read all about the presentation and see why Karen Baker was such a very worthy winner.

Of course you will also see just which of our finalists emerged as winners and runners-up in our first ever Awards.

And don't forget, there are more chances to be a winner in this issue, with bottles of Champagne and a special

supplement up for grabs.

Now the clocks have gone forward and it's officially spring at last, it's time to get out the tissues – and the tablets, sprays and eye drops which will help sneezy, snuffling, watery-eyed customers to get through another hay fever season. Over The Counter takes a timely look at hay fever and allergies (see p38) and examines why the nation's children are becoming so allergy-prone.

There's also advice on preparing customers who are travelling to far-flung places, helping those with different types of pain and advising mums who need an

alternative to breast-feeding.

Lesley Keen

Charles urges integrated approach

The Prince of Wales has entered the allergy debate, writing a feature in The Guardian newspaper in which he calls for greater use of complementary medicine alongside orthodox treatments in the NHS.

The Prince says the UK has a minimal specialist allergy service and doctors and nurse need greater support in advising and treating patients with allergy problems.

He says that in many countries he has visited more traditional 'natural' treatments are helpful; he calls for a coordinated approach which integrates the complementary therapies which have been shown to be effective.

Prince Charles highlights the environmental factors which have influenced the huge rise i the number of people suffering from allergies and concludes: "It is time that all of us took allergy more seriously.'

Turn to p38 for Over The Counter's look at allergy in children.

Can't afford to smoke, can't bear not to?



A quarter of all British families are lone parents. They are the ones most likely to be living in poverty – vet three-quarters of single parents smoke.

QUIT, the charity which helps smokers give up, says many lone parents are facing the dilemma that while they cannot afford to smoke, they can't bear not to.

Now QUIT has come up with Supporting Change, a new resource, free to health professionals, to help smokers to stop.

Supporting Change tackles the issues facing lone parent smokers and also looks at the psychological factors and the treatments available.

A free copy of the document is available by phoning 020 7251 1551 or e-mailing reception@quit.org.uk



Karen's a check mate

Karen Nugent is the first person in the Co-operative Group Pharmacy to pass the new checking technician qualification introduced by the National Pharmaceutical Association.

Karen (pictured) can now check customers' prescriptions before they leave the pharmacy, ensuring a quicker and more efficient service for customers at the Co-op Pharmacy in Manor Walks, Cramlington.

"It was hard work," admitted

Karen. "I had to check about 1,000 prescription items without making any mistakes and pass a formal assessment at Sunderland University. Now I'm looking forward to getting on with the job."

Once the pharmacist has carried out a clinical assessment, the checking technician is qualified to check prescriptions on the pharmacist's behalf, making sure the correct items have been dispensed and that they are suitable for the customer.

New name

As part of an internal restructuring on 1 March 2004 the business and contracts (including subscriptions) of **CMP Europe Limited, Property** Media Limited, The Builder Group Limited and CMP Information Limited were transferred to a legal entity which has been renamed CMP Information Limited. The new **CMP Information Limited is** now the Data Controller under the Data Protection Act 1998 in respect of your personal data. The new CMP Information Limited will only use your data for the purposes originally notified and your rights under the Data Protection Act 1998 are not affected by this change.

Activa shows compression hosiery can be sexy

Which of the women in the picture (right) is wearing Activa compression hosiery?

When 1,000 people were asked that question, nearly 60 per cent either guessed wrongly or could not tell. When asked to describe Activa compression hosiery, 47 per cent of women thought it was for women on the go, nearly 30 per cent said it was glamorous and 17 per cent thought it was sexy.

Activa says that, with the latest Tactel and Lycra yarns, its products are virtually indistinguishable from ordinary hosiery: "Apart from preventing and treating the first signs of venous disease and making your legs look great, Activa Compression Hosiery really

supports your legs and gets the blood flowing. Regular wearers shop but they don't drop and if you're sitting at a desk all day, it gives you the benefits of walking around while you're sitting down."

People who should be wearing compression hosiery are those at risk of venous disease, including smokers, the overweight, people taking the contraceptive pill, pregnant women, those with a sedentary job or with a family history of leg ulcers.

So who is wearing Activa in the picture? If you're still not sure, it's the woman on the left - the other one is wearing high street brand 40 denier opaque tights.





Controlling the cravings

Nicorette launched its Cravings Control Crew on nine cities on No Smoking Day to track down the 'cravings man' featured in the brand's TV advertising.

Crews were in London, Birmingham, Manchester, Liverpool, Sheffield, Glasgow, Edinburgh, Bristol and Southampton in an initiative designed to let people know help is available to get their cravings under control.

The Cravings Control Crews handed out information on quitting with support from Nicorette and details of how to register with the Nicorette Fresh Start Complete Support Programme.

Our picture shows the Cravings **Control Crew outside Boots The** Chemist at the Buchanan Galleries in Glasgow reinforcing pharmacist advice on quitting





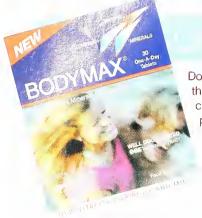
Bliss-ful retirement

Renee Bliss has retired after 30 years with Co-operative Group's Pharmacy. Renee, originally from Oban in Scotland, began her career with the group at Furtherwick Road, Canvey, in 1974, moving to the town's Oak Road branch in 1993.

She had moved to London in her late teens, where she met and married husband Michael in just eight weeks. After a career in nursing at London's Royal Free Hospital she started bar work in Canvey while she looked after her children, moving to pharmacy when they were older.

Renee, who has four children and five grandchildren, is looking forward to spending more time with her family.

COUNTERtalk



Do you wake up and leap straight out of bed, keen to get on with the day? Or when the alarm goes off, do you just groan and pull the covers over your head at the thought of another day of pressure, pressure and more pressure? Everyone has a different energy threshold and day to day pressures can sap our reserves. This test can help show how well you are coping and whether you need a recharge. Just complete the Ginseng Energy Indicator in association with Wassen's Bodymax supplement, by ringing the first answer that pops into your head. Have you:

1 Been feeling happy and cheerful?

- a More than usual
- **b** same as usual
- c less than usual

2 Been able to sit at ease and feel relaxed?

- a More than usual
- **b** same as usual
- c less than usual

3 Been able to concentrate on things?

- a More than usual
- **b** same as usual
- c less than usual

4 Felt you were doing things well?

- a More than usual
- b same as usual
- c less than usual

5 Felt able to make decisions?

- a More than usual
- b same as usual
- c less than usual

6 Been finding it easy to get on with people?

- a More than usual
- **b** same as usual
- c less than usual

7 Been able to enjoy family and social life?

- a More than usual
- b same as usual
- c less than usual

8 Been able to feel warmth and affection?

- a More than usual
- b same as usual
- c less than usual

9 Been able to face up to problems?

- a More than usual
- **b** same as usual
- c less than usual

10 Found everything getting on top of you?

- a Less than usual or not at all
- **b** same as usual.
- c more than usual

11 Felt overloaded?

- a Less than usual or not at all
- **b** same as usual
- c more than usual

12 Felt your efforts are not appreciated?

- a Less than usual or not at all
- **b** same as usual
- c more than usual

13 Felt no one understands vour problems?

- a Less than usual or not at all
- b same as usual
- c more than usual

14 Lost your sense of humour?

- a Less than usual or not at all
- **b** same as usual
- c more than usual

15 Been losing your temper?

- a Less than usual or not at all
- **b** same as usual
- c more than usual

16 Felt you could not cope?

- a Less than usual or not at all
- **b** same as usual
- c more than usual

17 Felt nervous and jittery

- a Less than usual or not at all
- b same as usual
- c more than usual

18 Lost sleep through worrying?

- a Less than usual or not at all
- b same as usual
- c more than usual

19 Suffered panic attacks?

- a Less than usual or not at all
- b same as usual
- c more than usual

20 Felt in need of a holiday?

- a Less than usual or not at all
- **b** same as usual
- c more than usual

Check your answers and count the number of a's, b's and c's.

If you answered mostly a:

You are feeling less tired than usual, recovering from a highly demanding period or tend not to get frazzled because you have a laid back approach. In fact, your life may be a bit too perfect and you might even benefit from a few more challenges to help you achieve peak performance.

If you answered mostly b:

You are coping well with your usual level of demand or tend not to let things get to you because you are in control and thrive on pressure. You have achieved a balance between your challenges and your ability to cope.

If you answered mostly c:

You are beginning to show signs of suffering from the adverse effects of feeling tired all the time and finding it difficult to cope. Try to address the pressures in your life before they get worse. Make sure your diet is healthy, take time to exercise and relax and, if necessary, cut back on caffeine, alcohol or cigarettes. Do start letting go, delegating tasks and saying no when people try to pile more work or responsibilities on you.

Probiotics on the web

Danone, maker of the probiotic drink Actimel, has launched a new website to provide healthcare professionals with an authoritative guide to the latest information and research on probiotics.

The site gives access to the most recent clinical studies. commissioned articles and regular updates as well as a calendar of specialist healthcare meetings through the year. One section contains tabular information on the impact of Actimel on health.

Patient and sales literature can be downloaded from the site.

www.probiactive.com

Winning ways with **Over The Counter**

We had an excellent response to the competitions and giveaways in the last issue of Over The Counter and among the winners were:

Tunes Competition: Tara

Channon, of Axbridge Chemist, Axbridge, Somerset, wins a Tunes goodie bag and a Sharp minidisk player; Heather Collins, of Moss Pharmacy, Ipswich, and Tracey Sharpe, of Lloydspharmacy, Governors Hill, Isle of Man, each win a Tunes goodie bag.

Bottles of Champagne go to the following readers who tested their knowledge after reading the features in the magazine: Oralcare - Sandra Waylen, of Superdrug, Bournemouth; men's health -G. Brant, of Co-op, Hyde, Cheshire: skin problems -Roslyn Bending, of National Coperative Chemist, Halesowen, West Midlands; smoking cessation - Leah Waugh, of Boots, Guisborough, Cleveland: men's health - Sharon Curtis, of MP Short, Gosport, Hampshire; hands and nails - S. Cassells, of the pharmacy department, Musgrave Park Hospital, Belfast.

All nasal decongestants contain preservatives.



Wrong.

The truth is, there is a modern nasal decongestant spray that

doesn't contain a preservative. Because research has shown that preservatives like benzalkonium chloride may cause sensitisation.¹

In Germany, researchers Deitmer and Scheffler concluded that a preservative-free formulation would

be preferred. And in Germany preservative-free Nasivin has become a significant pharmacy product.

Now preservative-free Nasivin is here in the UK. Containing oxymetazoline, you know a Nasivin recommendation should be effective. But beyond that, customers will appreciate the fact that Nasivin is preservative-free, has just twice daily dosing, and can be used for up to 14 days continuously.



Preservative-free nasal decongestion

NASIVIN Presentation: 10ml Spray contains 0 xymetazoline Hydrochloride Ph Eur, 0.05% w/v Indications. For the relief of nasal congestion associated with disorders of the upper respiratory tract including infective and allergic rhimitis, sinustists, naso-pharqingtis and coryza. Dosage and Administration. Adults and children over 6 years, spray once into each nostril every 8-12 hours. Not recommended for children under 6 years of age. Contraindications. In patients with known hypersensitivity to sympathorimetrics. In patients receiving monoamine oxidase inhibitors or within 14 days of stopping such treatment. In acute coronary disease, cardiac asthma, hyperthyroidism, or closed-angle glaucome Precautions. Continuous therapy should not exceed two weeks. NASIVIN. SPRAY should not be used in pregnancy unless considered essential by the physician. Undesirable effects: Prolonged use may cause rebound vasoidiation and chemical rhimitis. Overdose: No experience of overdose, but supportive measures would be the appropriate treatment. Legal Category: GSL. Recommended Retail Price: 10ml £3:45. Product Licence Notation and Chemical Oncommentation. Product Licence Holder: Seven Seas Limited, T/A Merck Consumer Health, Hedon Road, Marfleet, Kingston upon Hull, HU9:5NJ. Date of Preparation. Dec-03. References: 1. Data on File, 2000. Expert Report on the Clinical Occumentation.



on he



Canesten's ultimate Duo

Canesten launches a dual attack on thrush with Canesten Duo, a combination pack containing Canesten Oral (150ma fluconazole) and Canesten double strength

thrush cream (2 per cent clotrimazole).

Bayer says that while 60 per cent of thrush sufferers prefer a convenient oral treatment, more than 50 per cent also want immediate, soothing relief. The new pack is aimed at busy working women, who can use the cream to soothe external itching while the oral capsule gets to work on the cause of the problem.

Bayer says Canesten Duo

(£12.50) offers a cost-effective and convenient solution and can also be used by partners with thrush of the penis.

Advertising support includes press and a £5 million TV campaign as well as an educational package for pharmacy.

Laser Healthcare, Tel: 01202 449700

Care goes to the max

The latest addition to the Care pain relief range is Care Ibuprofen Gel 10 per cent.

Thornton & Ross says the new gel is "the most powerful topical pain reliever available without prescription" and offers excellent value for money. Retailing at £5.49 for 50g, the company says it is significantly cheaper than the branded market leader.

Care Ibuprofen Gel 10% is indicated for the relief of pain and inflammation associated with backache, rheumatic and muscular pain, strains, sprains, neuralgia and sports injuries and for the relief of the pain of non-serious arthritic conditions.

The Care pain relief range also includes a 5 per cent ibuprofen gel, and ibuprofen tablets in two strengths, each in packs of 24 or 48.

Thornton & Ross. Tel: 01484 848200



Zanprol – an OTC first for heartburn

GlaxoSmithKline Consumer Healthcare has launched Zanprol, the first over the counter omeprazole brand, which it says is a breakthrough in heartburn management.

Omeprazole has been available on prescription for 15 years and is GSK's latest POM to P switch. The company says a course of Zanprol (omeprazole 10 or 20mg per day) can provide effective relief from hearburn, and also give weeks of remission from attacks.

Gastroenterologists, academics, GPs, pharmacists and patients have helped the company to produce educational materials to help put

. RELIEVES HEARTBURN & ACID REFLUX - DNCE A DAY · ADVANCED TREATMENT 14 TABLETS

> pharmacy 'at the heart of heartburn management'. This includes a pharmacy training manual, WWHAM reminder card, CPD accredited training modules, PharmAssist training workshops and a simplified treatment algorithm.

GlaxoSmithKline Consumer Healthcare, Tel: 0845 762 6637

FreeStyle Mini shows size matters

Therasense hails its new FreeStyle Mini blood glucose monitor as the smallest in the world. At just 7.5cm high and weighing 40g, the hitech monitor offers quick and discreet tests.

As well as making testing

virtually pain-free, the FreeStyle Mini can take "the world's smallest bood sample" from the arm, thigh or base of the thumb and gives results in seven seconds at the touch of a button.

Therasense says the monitor is ideal for self-conscious teenagers as its test strip light

and backlit display screen mean it can be used even in dark corners.

The FreeStyle Mini retails at £18.00: the lancets and test strips are available on prescription.

Therasense UK Ltd. Tel: 0800 138 5467

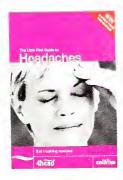
Isculoskeletal pair neadaches verrucas and warts

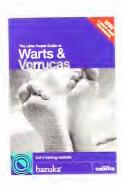
Look out for the next two Pharmacy assistants' guides, 'Warts & Verrucas' and 'Ear wax', in Chemist & Druggist – with more exciting prize draws.

If you've missed the first two guides, call your Dendron representative.

Sponsored by IBULEVE 4head bazuka Ofex









Another bright idea

in association with

on the

Germotoids grows by shrinking piles



Haemorrhoids brand Germoloids is expanding with the launch of a 55g pack of Germoloids Cream and a Germoloids Duo Pack.

Bayer Consumer says the larger 55g pack will appeal to regular sufferers, while the Duo Pack, which contains a 15ml tube of ointment and 12 suppositories, is aimed at those suffering internal and external haemorrhoids.

The whole range benefits from improved packaging, with the Cream, Ointment, HC Spray and Suppositories packs colour coded for easy identification. The Duo Pack features two colour codes.

Consumers and retailers can access the website www.germoloids.co.uk and the Germoloids Piles Advice Line on 0845 6010 901 has advice from healthcare professionals.

Laser Healthcare, Tel: 01202 449700



Understanding read

New in the Family Doctor Books series is Understanding Children's Behaviour, by Dr Dinah Jayson. The book aims to answer questions about children's behaviour from infancy to pre-teen. Family Doctor Publications, Tel: 01202 668330

Sure response

Lever Faberge Largets 'emotional sweat' with a new body responsive formulation for Sure antiques; sout. The brand has been relaunched as thre activeresponse

Lever Fabergé, Tel: 020 8439 6100

Radian B gets sporty

Ransom Consumer Healthcare has launched a new Radian B Sports range targeting mainly vounger, sportier consumers.

Radian B Sports includes a warming Muscle Lotion (125ml, £3.49), a cooling Freeze Spray with peppermint oil (125ml, £3.99), M-Doc Stop Bleed Spray (80ml, £5.25) aimed at injuries sustained on synthetic grass and gravel pitches and Sports Body Wash (300ml, £2.99). A Radian B Sports Rub will be available in September.

Advertising with the tagline 'Your essential sports kit - Radian B prepared' starts this month and will include lifestyle and specialist sports press,

gym posters and online advertising. The company will also sponsor sporting events and teams during the year.

A dedicated website includes a Radian B Sport couponed leaflet, updates of sponsored events and links to competitions.

Chemist Brokers, Tel: 023 9222 2500



Lanes soothes ulcers

New from Lanes is Soothagel, a protective gel which seals mouth ulcers under a longlasting shield.

Containing the essential fatty acids Glycerol Oxy-Triesters, dual-action Soothagel is formulated to encourage cell regeneration and is clinically proven to reduce pain and speed up repair of the ulcer without anaesthetic.

It also helps relieve the pain of gingivitis and lesions caused by wearing dentures.

Lanes says 70 per cent of mouth ulcer sufferers treat the problem and 80 per cent of these self-medicate.

Soothagel retails at £2.49 for a 5ml tube.

GR Lane Health Products, Tel: 01452 507458



Zanprol 10mg Tablet contains 10 mg omeprazole. Uses: Relief of reflux-l symptoms (eg heartburn). Dosage: Adı over 18 years only - 20 mg once daily bef a meal. May be reduced to 10 mg da returning to 20 mg if symptoms return, I lowest effective dose. Contraindicatio Hypersensitivity, pregnancy/lactati Precautions: Refer to doctor if no re within 2 weeks, continuous use for 4 or m weeks to control symptoms, aged over with new or recently changed sympto unintentional weight loss. gastrointestinal bleeding, difficult or pai swallowing, persistent vomiting or vomi with blood, epigastric mass, previous gas ulcer or surgery, jaundice, any of significant medical condition (include hepatic renal impairment). pre-endoscopy, Interactions: Diazep phenytoin warfarin ketaconaz itraconazole, cilostazol, voriconaz digoxin, tacrolimus, "C-urea breath t Side effects: Skin rash, urticaria, pruri photosensitivity, bullous eruption, erythe multiforme, Stevens-Johnson syndro toxic epidermal necrolysis, alopecia increased sweating. Arthritic and mya symptoms, bronchospasm, constination, abdominal pain, naus vomiting, flatulence, dry mouth, stoma and candidiasis. Increases in liver enzy levels, encephalopathy in patients with ; existing severe liver disease, hepatitis with without jaundice and hepatic faile Interstitial nephritis resulting in ac renal failure, gynaecomastia, impoter headache, paraesthesia. Taste disturbanc mental confusion, agitation, depressi aggression blurred vision, blood disordhyponatraemia, vertigo, shock and angioedema, dizziness, lic headedness, feeling faint, somnolen insomnia, peripheral oedema, malaise fever. Legal Status: P. Retail Selling Pri 14 Tablets £9.49. Product Licence Numb PI 14017/0069. Licence Holder: Dexi Cottesbrooke Pa Park. Daven Heartlands Business Northamptonshire, NN11 5YL. Date Preparation: November 2003. ZANPROL a trade mark of the GlaxoSmithKline gro of companies.

Product Information, Presentation: Fa

Reference:

1. Bardhan KD, Muller-Lissner S, Brigard I et al. Br Med J 1999; 318: 502-507.



Adding the contract of the con

Taken once daily, Zanprol can provide relief from heartburn and, after treatment, can give weeks of remission from recurrent attacks.1

Zanporo 10 mg Tablets ome prazole

- RELIEVES HEARTBURN & ACID REFLUX
- ONCE A DAY
- ADVANCED TREATMENT

14 TABLETS

A real break from recurrent heartburn

on the

)xy dances in with new look

GlaxoSmithKline Consumer Healthcare has reinvented its OXY medicated skincare brand with a simplified range, new packaging and some reformulations.

A six-strong core range features the best-selling variants to simplify the range and striking red packs feature a new logo which incorporates a boy and girl dancing.

OXY Daily Cleanser, Daily Face Wash and Wipeout Pads have been reformulated and

the revised range also includes OXY In The Shower, OXY 10 and OXY On The Spot.

Each product is supported with teen-friendly language such as 'get fresh' with OXY Daily Cleanser.

The range is being supported with a £930,000 package likely to include cinema, press and interactive promotions.

GlaxoSmithKline Consumer Healthcare. Tel: 0845 762 6637





Voltarol gets bigger

Volatrol Emulgel P is adding weight to its bid to become the UK's top-seller with a new 50g pack and a mild arthritis indication.

The diclofenac topical analgesic is already indicated for local symptomatic relief of pain and inflammation in tendons, ligaments, muscles and joints due to bruises, sprains and strains.

Novarus Consumer Health says the move to the 50g size will offer regular, heavy users convenience and cost savings. The launch of the new pack is being supported with a national advertising and

promotional campaign costing more than £1 million.

The company is also launching a new training resource. The Knowledge Bank is a series of eight interactive modular CDs designed to help pharmacy staff expand their knowledge and expertise. The Voltarol CD covers an introduction to pain, types of pain, topical treatments, market overview and a look at the brand, plus a quiz. Copies can be obtained by calling 01284 718922.

Novartis Consumer Health, Tel: 01403 210211

First aid guide from Brulidine

Brulidine Cream has joined forces with the British Red Cross to launch First Aid in the Home - a first aid guide with step-by-step instructions on treating injuries caused by accidents in the home.

Supporting the launch is a £250,000 consumer PR campaign running until the end of the summer which sees Brulidene First Aid Kits worth £30 each offered free to readers of leading daily newspapers and national magazines.

The guide, which is being launched to support Child Safety Week in June, offers

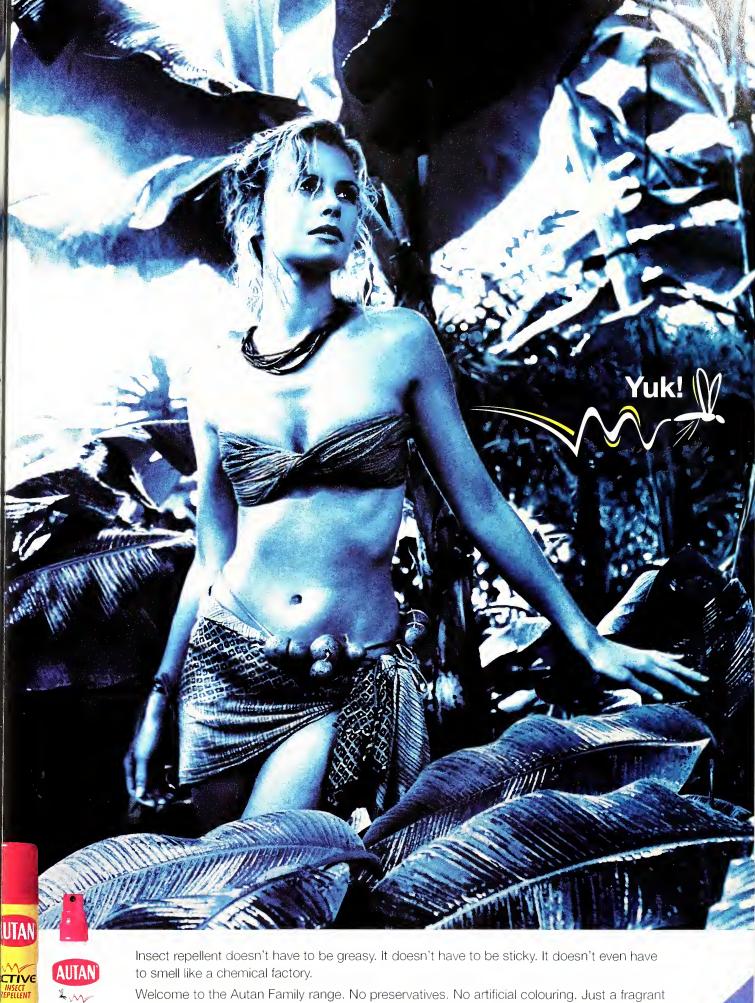
advice on what to do in the firs vital moments after minor burn and scalds, bleeding, choking and soft tissue injuries. It also contains medical contact numbers and information on British Red Cross first aid courses.

Brulidine is an antibacterial cream with antiseptic and antifungal functions and can be used to help heal cuts, grazes, wounds, scalds, nappy rash and other minor skin infections

Child Safety Week takes plac from June 21-27.

Manx Healthcare Ltd. Tel: 01926 461628





1 m **FAMILY** INSECT REPELLENT BALM SPRAY

formula that contains Aloe Vera. Importantly, it'll keep mosquitoes at bay for up to four hours.

So when a swarm of customers come flocking to your door, you'll know which brand to recommend. For more information call 0800 353 353 or visit www.autan.co.uk

Autan. You love it. Mossies hate it.

Sohnson A FAMILY COMPANY

on the

Animal magic

Bioforce has launched Animal Health Flower Essences (30ml, £3.99) to target emotional problems and personality imbalances in animals. The four formulations are Highly Strung Essence for over-active, edgy, frisky, excitable and unpredictable animals; Timid Essence to help nervous animals regain selfconfidence; Over-Dominant Essence for animals which may be jealous, snappy, headstrong or unmanageable; Emergency Essence for use following acute or critical events such as thunderstorms, firework nights or visits to the vet

Bioforce, Tel: 01294 277344

Figleaf promo

Alldays pantyliners and lingerie website. figleaves.com, have teamed up for an on-pack promotion. Alldays packs feature a £5 voucher which can be redeemed online at www.figleaves.com with purchases of £15 or more.

Procter & Gamble, Tel: 0800 013 5000

Sporty addition

New adidas active bodycare products are designed for men with active lifestyles. The new formulations include antiperspirants and shower gels in five colour-coded fragrance variants. Packs feature a new running figure icon alongside the statement 'developed with athletes'. The fragrance line has a 2004 special edition called Game Spirit.

Coty (UK) Ltd, Tel: 020 8971 1300

Glucosamine liquid

New Joint Flex from Health Perception is a liquid glucosamine range in two formulations. GlucOsamine Liquid and GlucOsamine and Chondroitin Liquid. Both have a strawberry flavour and are ideal for those who cannot or prefer not to take tablets or capsules.

Health Perception (UK) Ltd, Tel: 01252 861454



Witch works its magic on T-zone

De Witt has expanded its skincare portfolio with the acquisition of the tea tree oilbased T-Zone brand.

Paul Holbrook, managing director of De Witt (above), said: "The new acquisition makes De Witt the third largest player in the UK medicated skincare market and will offer us further potential to expand into international markets.'

He added: "T-Zone's use of natural ingredients, along with its problem skin 'solution' positioning, complements Witch's skin

refreshment branding."

He said the 27-strong T-Zone range was attractive because of its strong market position and its effective formulations using natural ingredients including organic tea tree oil. He promised further new product development for some of the company's existing brands and said further acquisitions were possible give the right opportunities.

EC De Witt & Co Ltd, Tel: 01928 579029

Syndol heads back to TV

Syndol returns to TV this month with a four week, £1 million national advertising campaign. The campaign features the popular commercial telling the humorous story of a male office worker with a headache.

Syndol contains paracetamol and codeine phosphate plus doxylamine succinate, an antihistamine which works as a muscle relaxant to ease muscle tension. It is available in packs of 10, 20 and 30 tablets.

SSL International plc, Tel: 0161 654 3003



Charting progress

Calpol has produced a wallchart which will be distributed to almost all new mothers in the UK this year. The A2 glossy laminated chart enables parents to include important personal numbers and takes them through their child's first year month by month.

Pfizer Consumer Healthcare, Tel: 02380 628 274



Big screen ads target teens

OXY teen medicated skincare is up on the big screen this month as part of a £930,000 multimedia support package to keep the brand in the minds of teens aged 16 and over.

Two 15-second ads, first screened as part of OXY's Malcom in the Middle sponsorship, are being seen in 2,000 Odeon and UCI cinemas. They feature a boy whose chatup lines are frustrated by an animated spot which says the

wrong thing at the wrong time.

The cinema activity is reinforced with a sticker campaign featuring the new OXY logo with links to the www.getiton.info website and also coincides with an overhaul of the www.oxy.co.uk site. A Text and Flirt competition targets around 285,000 mobile phone users.

GlaxoSmithKline Consumer Healthcare, Tel: 0845 762 6637

Preservative–Free Approach To Managing Cold Obstruction Decongestant therapy is an important

Decongestant therapy is an important tool in the symptomatic management of

colds and influenza



At the height of the cold and 'flu season, large numbers of patients rely on topical decongestant sprays to relieve the troublesome symptoms of rhinitis – particularly nasal congestion. A blocked and stuffy or runny nose impairs normal breathing, can lead to the development of mild headache, and often affects sleep, bringing added misery to the patient with a cold.

"It is entirely appropriate for common cases of nasal decongestion to be managed with over the counter preparations." Ian S Mackay, FRCS Consultant ENT Surgeon, Nose Clinic, Royal Brompton Hospital

Although rapid relief of these symptoms is possible through use of nasal sprays that contain vasoconstrictor agents, it is generally recommended that topical decongestants are used for no more than 7–10 days. This is because of concerns over the development of rebound congestion – a situation in which continued use, or overuse, of decongestant preparations appears to cause rebound vasodilation of the vessels in the nasal mucosa. The result is tissue oedema and symptoms of nasal congestion – this time attributable to the treatment, rather than to the presence of infection.

While it is recognised that decongestant therapies themselves may precipitate rebound congestion, the finger of suspicion has recently been pointed at benzalkonium chloride (BKC), a preservative that is widely used in decongestant therapies. As a result, many healthcare professionals have identified the need for preservative-free treatment options. ^{1,2,4}

Preservatives such as BKC are acknowledged as potentially sensitising, and may affect mucosa and sensitise mucociliary functions.

Aggravated nasal tissue

Clinical studies suggest that BKC in decongestants aggravates nasal mucosa. For example, double-blind, placebo-controlled studies in healthy volunteers found that 0.01% BKC added to nasal decongestant sprays was associated with an increase in severity of rhinitis medicamentosa.^{2,4}

Less severe examples of BKC-induced changes in mucosal sensitivity have also been reported. For example, investigation of patients' nasal mucosal function, using both objective and subjective assessments of nasal congestion, suggest that normal mucosal responses are impaired even after short periods of exposure to BKC.' A study in 35 patients with vasomotor rhinitis found that sensitivity of the nasal mucosa to histamine challenge was significantly reduced (p<0.001) after just 10 days of treatment with a decongestant containing 0.01% BKC, compared to use of a decongestant without this preservative.'

Impaired ciliary function

During a cold or 'flu, nasal ciliary function is compromised. Ciliary beating is impaired and the ability of the mucosa to clear nasal passages of mucus is greatly reduced. *In vitro* studies in cultured nasal mucosa cells suggest that, while vasoconstrictor decongestant agents do not affect mucociliary function at therapeutic doses, BKC appears to cause pronounced reductions in ciliary beat frequency.\(^1\) This may well contribute to the problems of continued nasal obstruction seen in some patients using topical decongestant preparations.

Compromising immunological responses

In the light against viral infection of the nasal passages and airways, the body's immune system must be able to mount an effective response to micro-organisms causing inflammation and tissue damage. Immunological investigations again suggest changes in tissue sensitivity caused by exposure to BKC. The preservative appears to have dose-dependent effects on phagocytosis and chemotaxis in mucosal tissue and in neutrophils – processes essential for protecting tissue against invading micro-organisms."

The need to protect decongestant efficacy

Decongestant therapy remains an important tool in the symptomatic management of colds and influenza. The nasal mucosa is the most commonly infected tissue in the body and each winter large numbers of children and adults are afflicted by colds and influenza. Obstruction of breathing exposes the airways to cold and dry air as patients breathe through the mouth to compensate for nasal congestion, and the lower airways and paranasal sinuses are made more vulnerable to infection. Rapid relief from congestion is achievable through use of topical decongestants but if these preparations increase nasal mucosal sensitivity, many of the benefits of treatment will be lost.

"I really think we should be avoiding use of preparations containing preservatives. The justification and arguments for removing BKC from nebulized asthma preparations haven't changed and there is no good reason to use additives in topical decongestants when we know these chemicals interact with nasal tissues."

Professor Stephen Holgate, University of Southampton School of Medicine



Nasivin[®] is the first preservative-free decongestant nasal spray available in the UK

It would seem prudent to move towards use of topical preparations free of additives and preservatives known to impair normal mucosal function and sensitivity. Patients should have the choice of preservative-free products offering effective decongestant efficacy. Nasivin®, the preservative-free oxymetazoline-containing topical decongestant is available without prescription in the UK. Its prescrvative-free formulation means it can be used continuously for up to 14 days.

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NASIVIN® Presentation: 10ml Spray contains Oxymetazoline Hydrochloride Ph Eur, 0.05% w/v. Indications: For the relief of nasal congestion associated with disorders of the upper respiratory tract including infective and allergic rhinitis, sinusitis, naso-pharyngitis and coryza. Dosage and Administration: Adults and children over 6 years, spray once into each nostril every 8-12 hours. Not recommended for children under 6 years of age. Contraindications: In patients with known hypersensitivity to sympathomimetics. In patients receiving monoamine oxidase inhibitors or within 14 days of stopping such treatment. In acute coronary disease, cardiac asthma, hyperthyroidism, or closedangle glaucoma. Precautions: Continuous therapy should not exceed two weeks. NASIVIN® SPRAY should not be used in pregnancy unless considered essential by the physician. Undesirable effects: Prolonged use may cause rebound vasodilation and chemical rhinitis. Overdose: No experience of overdose, but supportive measures would be the appropriate treatment, Legal Category: GSL, Recommended Retail Price: 10ml £3.45. Product Licence Number: PL 01932 / 0038. Product Licence Holder: Seven Seas Limited, T/A Merck Consumer Health, Hedon Road, Marfleet, Kingston upon Hull, HU9 5NJ. Date of Preparation: Nov-03





And the winners are...

... see who you have chosen as the stars of pharmacy

t last all the forms have been read and checked, the hundreds of votes have been counted and the winners of the *Over The Counter* Awards can be revealed.

While voting in most of the categories revealed a clear winner, it was frequently a close contest between the other finalists for the two runners-up places and, in one instance, there was just a single vote in it.

The finalists reflected the diversity which exists in

pharmacy today, coming from across a wide spectrum of the pharmacy world and embracing both the biggest and most established companies and some of the smaller and newer concerns.

So thank you to all the readers who voted and made our first awards such a success – and many congratulations to the winners and runners-up, who should feel very proud of the accolade awarded by the people who are recommending and selling their products every day.

The results were:

OTC Medicine Launch of the Year

The results were very clear in this category with a runaway winner and a close call between the other finalists.

- **THE WINNER** is **4head**, the roll-on headache treatment, which is applied directly to the forehead. **4head** is 100 per cent natural levomenthol in a retractable tube which delivers more than 100 applications.
- THE RUNNERS UP in the category are two medicines for children aged two years and over. **Benadryl Allergy Solution**, the banana-flavoured liquid which gives all-day relief from hay fever, dust, pet and skin allergies in one dose, and **TixyPlus**, the dual-action oral suspension to relieve symptoms of colds and flu.





OTC Beauty Launch of the Year

● THE WINNER This was a close contest, with Nivea Hand Fresh Moisture Cream emerging as the winner. The aqua-crème formula with sea minerals and vitamin E is designed to refresh and moisturise hands.

● THE RUNNERS UP are Elegant Touch Truly Natural French Nails with a white colouring at the base to imitate the cuticle moon of natural nails and another boost for Nivea with Nivea Body Aroma Spritz, the body moisturising spray in Calming, Energising and Refreshing variants.



Supplement of the Year

- THE WINNER Here was another clear winner as nundreds of you voted for **Centrum Kidz**, the raspberry and lemon flavoured multivitamin for children aged four to 10 years.
- THE RUNNERS UP are Bioforce Menosan, the fresh sage tablets to help combat hot flushes during the menopause, and NatraHealth COQ Melts, Coenzyme Q10 in a melt-in-the-mouth format.

Pharmacy Educator of the Year

● THE WINNER Cambridge Counterpart, the pharmacy assistant training programme co-sponsored by CℰD and Wyeth Consumer Healthcare was voted the winner, with GlaxoSmithKline Consumer Healthcare and Reckitt Benckiser not far behind.

Advertising campaign of the Year

- THE WINNER Innovation and 'thinking outside the box' won the day here as hundreds of voters were captivated by **Niquitin CQ's** sponsorship of the Williams Formula One team.
- THE RUNNERS UP were GSK's 'Don't Drop Inn'

TV campaign for the heartburn medicine

Zantac 75 and Mentholatum's

'Freeze pain on the spot' press ads for Deep Freeze Spray and Cold Gel.



Pharmacy Assistants' Choice

This was the category left open for you, the readers, and there were plenty of interesting suggestions and a few names which cropped up again and again. But when the votes were counted it was a second award for **4head.**

This product has certainly struck a chord with readers and among the comments on the voting form was this, from a reader who we had better not identify:

"After the rep from Dendron left our nightmare assistant a trial pack, our pharmacy has been given a breath of fresh air. Our colleague no longer has a long face or snaps at customers. She is happy and all our customers ask why. She tells them about 4head and sales have rocketed. Thanks 4head!"

Advertisement feature

Major makeover for Nestlé Build-Up

Build-up has undergone a major transformation with new pack designs, an improved recipe that includes added fibre, and even better taste.

The packs have been re-designed to communicate the unique appeal of **Build-up** in terms of nutrition and taste. The front of pack now features a more positive lifestyle image and has been designed to be more consumer friendly. The mixing instructions have been improved for ease of use with clear visual, step-by-step instructions.

Soluble fibre has been added to each variant to help improve the nutritional benefits of **Build-Up**. Soluble fibre has been shown to have benefits in cholesterol reduction and can help people with



diabetes to control their blood sugar levels. Also, constipation is a major concern amongst the elderly and many rely on regular laxatives.

Build-up has not only been proven to be the best tasting supplement, but the range also offers considerable variety, covering both sweet and savoury formats. There are instant drinks in four delicious flavours – Strawberry, Chocolate, Vanilla and Banana. Additionally there is a range of four wholesome soups – Chicken, Potato & Leek, Vegetable, and Tomato. Instant

Hot Chocolate has recently been added to the range. The core users of **Build-up** are aged 60+, an age group in which calorie intakes are often deficient and Build-up is an ideal way to help improve this.

www.nestle.co.uk

Nestlé Nutrition, St George's House, Croydon, Surrey CR9 1NR Sales enquiries: 020 8667 5130



over the COUNTER AWARDS 2003

A Ka for Karen!

And it couldn't have come at a better time for the pharmacy assistant from Wraysbury in Berkshire. Lesley Keen explains why

Left: The handover! Karen (left) receives the keys to her brand new car from Nestile category manager Trish empleton

BUILD-UP 1

BUILD-UP

Left: After all the build-up! Left to right: Nigel, Karen, Trish, Over The Counter editor Lesley Keen and C&D editor Charles Gladwin

aren Baker
was particularly
thrilled to receive a phone call telling her she was
the winner of a brand new Ford Ka because, just
hours earlier, a hit and run driver had left her Royer in ruins.

"I can't believe it," she said when editor Lesley Keen called to tell her that her *Over The Counter* Awards voting form was first out of the draw to win the car, courtesy of Nestlé Build-Up Nutrition.

"I parked outside my house and at 12.20am I heard a crash. I rushed outside and someone had smashed into my neighbour's car, which rebounded into mine. It looks as if both of them are write offs."

Karen, who works at Wraysbury Village Pharmacy in Berkshire, is a regular reader of *Over The Counter*. "I go in for all the draws and competitions, but I could not have

dreamt of anything like this," she said.

She celebrates 21 years in pharmacy this year and has just passed her NVQ3.

"I've worked for the last two owners here and I really enjoy the contact with customers," she said. "Wraysbury is still very much a village community and we really get to know our customers. My colleagues are so excited about my win that they are telling everyone who walks through the door."

She travelled to Croydon to collect her car with partner Nigel Whitfield. The couple have a five-year-old daughter, Natasha.

After receiving the keys from Nestlé category manager Trish Templeton, Karen

decided to let Nigel drive the new car home, but a few days later she told us: "I'm over the moon. It's lovely to drive and very economical with fuel."

When they are not working, Karen and Nigel spend their time breeding and showing Rottweilers and currently share their home with 14 of the dogs, including a litter of seven puppies.

And just in case you were wondering how you fit 14 Rottweilers into a Ford Ka, Karen assures us that the canines are conveyed in a specially fitted van!

AND NOT FORGETTING... Congratulations to the runners-up in the draw, who each win a bottle of champagne: Mrs I Rigg, of J Wood Pharmacy, Cumbria; Mrs T Taylor, of Olton Pharmacy, Solihull; Helen Sagar, of Cohens Chemist, Bolton; Joanna Stevenson, of Glendale Pharmacy, West Lothian; Nirali Joshi, of Safeway, Palmer's Green; Mrs Ivy Burgess, of Co-op Pharmacy, Queenborough, Kent.

BUILD-UP 1



wo recent publications which have brought the importance of our role into sharp focus are the Consumers' Association report on community pharmacy and the article in February's edition of the *British Medical Journal* which identified the risk of aspirinsensitive patients taking not just aspirin but also the non steroidal anti-inflammatory drugs (NSAIDs) such as ibuprofen, diclofenac and naproxen.

The Consumers' Association wants us to ask more questions in the pharmacy and the *BMJ* wants us to alert everyone to the possibility of an increased risk of triggering asthma attacks in the susceptible patient group.

With these in mind, let's look at four typical customers, all of whom are asking for pain relief for differing conditions, and what we should be saying and asking.

We have covered the National Pharmaceutical Association's 2WHAM questions previously, (Who is it for, What are the symptoms, How long, Action already taken and Medicines taken) but should now be thinking of another 'W' – What else do I need to know?

So how do we deal with these customers?



'I've got a splitting headache'

This patient could be of either sex, with a high or low pain threshold and possibly developing something really nasty. If this patient really has such a bad head, they should be referred to the pharmacist without fail and without delay.

The pharmacist will probably want to explore the 'splitting' aspect of the headache and ask supplementary questions such as how long ago did it start, is it stabbing, pulsating, throbbing, permanent and, on a scale of one to 10, with one at discomfort and 10 at agony, where are you?

He or she will also ask about any disturbances in vision, smell, or any 'aura' which could indicate migraine and, of course, if the patient has had any similar experiences in the past or if he or she has any idea about what has caused the headache. Dramatic onset pains of high intensity, often described as being like a violent blow to the head with a hammer, are indicative of a brain haemorrhage or

is the most commen reason for seeking a gesics

something akın. Pounding headaches which pulsate in time with the heartbeat suggest vascular disturbances such as migraine and constant, nagging head pains are likely to be tension headaches.

Headache is the most common reason for patients seeking analgesics, and, with the prescription charge at £6.40 now, more and more will be seeking OTC products.

In general, there are three major types of headache. Tension headaches are the most common and the most prevalent in the under 50s. They can be triggered by a multitude of factors including emotion, stress, tension, anxiety and fatigue. The patient will describe a tight band around the head which doesn't go away. This patient is likely to over-medicate with painkillers and trigger a rebound or analgesic-induced headache.

Vascular headaches, such as migraine, are caused by the dilation of the cranial blood vessels. The worst case scenario is when a cranial blood vessel ruptures, as in the case of a sub-arachnoid or sub-dural haemorrhage, but is very rare.

Migraine patients will usually know and recognise all too well the 'aura' which precedes an attack; they will have noted visual disturbances and the disjointed patterns, like herring bones, in their peripheral vision previously and know what is to come and the best way to ease the pain. Most prefer just to go to bed and lie quietly in the dark.

Fortunately, this patient can help us. His pain is at level eight, he doesn't have migraines, he is able to get to work, but doesn't know how he is going to get through the day without a really strong painkiller. He also knows only too well what has caused the problem. Last night he went to a stag party and his headache is alcohol induced.

The alcohol has caused severe dehydration, and that in turn causes headache, but it is the higher alcohols in the spirits which are the real trouble. It will help if the sufferer drinks plenty of water, takes a dose of Vitamin C and considers a codeine and paracetamol painkiller (if it is suitable for them), preferably the soluble variety, which may offer quicker relief.





"I've got terrible period pains"

The medical term is dysmenorrhoea and it is a very common complaint for young women. It is typically described as a rhythmical pain or cramping in the low abdomen which radiates to the back and occurs at the beginning of each menstrual cycle. The condition is so commen indeed that such customers invariably selfdiagnose and just ask for an analgesic.

Primar menorrhoea is a condition seen in the younger man, before her first child, and is time limited and any dysmenorrhoea is seen in the older women und is associated with an increased risk of complications. Here is our opportunity. The patient is a single, 20-something office worker,

so it is likely to be primary dysmenorrhoea.

The non steroidal anti-inflammatory drugs (NSAIDs) are probably the best for these symptoms, providing the patient is able to take them safely. The cramps are caused by spasms in the womb, the uterus and the associated inflammation. The NSAIDs have to be taken at the full therapeutic dose and for sufficient time to exert their anti-inflammatory effect, or they are not superior to paracetamol.

If breakthrough pain is a problem, the patient may require a stronger analgesic. Many such customers find great relief from the combination paracetamol and codeine in the branded OTC products.



PROPAIN® PLUS - PROFITS you and your customers

You get a product which offers an advantageous profit on return as well as a £1m TV, radio and press campaign to fire up demand.

Your customers get a treatment for tension headache they'll want to come back for - time and time again.

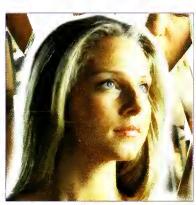
Paracetamol 450mg an effective analgesic to stop the pain. Also acts as an antipyretic (lowers a raised body temperature).

Codeine Phosphate 10mg acts quickly on the brain to reduce pain signals.

Caffeine 30mg a co-analgesic and mild stimulant to speed up the action of the paracetamol.

Doxylamine Succinate 5mg an antihistamine with a sedative effect to help relax muscular tension.

Film coated tablets that are easy to take.



To order product or point of sale for your store, please phone the Sankyo Customer Helpline on:

080 068 7616

PROPAIN® Plus Caplets. ABBREVIATED PRODUCT INFORMATION. Please refer to Summary of Praduct Characteristics for full product information. Presentation: White compressed capsule shaped tablets with P450 embossed on reverse, each containing paracetomol BP 450 mg, doxylamine succinate USP 5mg, caffeine anhydrous BP 30mg, codeine phosphate BP 10mg. Indications: Treatment of tension headache, headache, toothache, sore throat, backache, migraine, neuralgia, dysmenarrhoea, muscular and rheumatic aches and pains. Propain® Plus is also indicated for post-operative analgesia fallowing surgical or dental procedures and for the relief of pain and reduction of fever associated with influenza and colds. Dasage: Adults and children aver 12 years of age. 1 ar 2 caplets every four to six haurs up to a maximum at acaplets in 24 hours. The suggested dosage may also be administered to the elderly (in the absence of other contra-indications). Not suitable for use by children under 12 years of age. Not intended for use over lang periods without consulting a doctor. Cantra-indications: Propain® Plus is contra-indicated in patients with known hypersensitivity to any of the ingredients. Not recammended in pregnancy and lactation. Not a be taken with other paracetamol-containing products. Special warnings and precautians: Prapain® Plus should only be taken with caution by asthmatics. Prapain® Plus may cause drowsiness and affected individuals should not drive an operate machinery. This may be aggravated by simultaneous intake of alcahal. As with all medicines containing paracetamol, codeine or antihistamines, caution should be exercised in patients with compromised liver or renal function. Caution is advised in patients with hypertension, hypothyroidism, adrenacartical insufficiency, prastatic hypertrophy, shock, obstructive bawel disorders, recent and products. Program of the paracetamol continum should be exercised in patients, and products of correct prophyroidism, adrenacartical insufficiency, gallstones, a histary of cordiace arrhyt





'I've got awful stomach ache'

We need to identify how bad is "awful" and to check that it really is the stomach which is giving trouble. Again, the pain-scale of one to 10 works well and the customer tells us that this is about level five. When we ask her to point out exactly where the pain is, we see it is indeed in the stomach

The 2WHAM questions also reveal that the pain started this morning and is eased by milk. Like the previous customer, we think of drug-induced gastritis, but discount that because of the history the patient is giving. She also tells of occasional discomfort in her throat and a burning sensation when she burps. Antacids work, but not for long. She then relaxes and tells us that she has had indigestion, "on and off, for many years, but only when I eat something daft, like radishes or cucumber".

She also says she has been taking aspirin for a long time because it is good for her blood, but doesn't know which strength she takes or how long she has had the tablets in stock. "It's a big bottle of white tablets."

The chances are that she has inflamed her stomach linin: with the aspirin - or its degradation product, salicylic acid and is also experiencing reflux. That might have happened with or without the aspirin, but it is a good opportunity to advise her to discuss the reflux with her GP on her next visit and also to ask for him to decide on the wisdom of prophylactic aspirin in her case. Our recommendations are to use an H2 antagonist now, paracetamol for pain in the future, and steer clear of indigestible raw vegetables, aspirin and NSAIDs. @



'I've got toothache'

This has to be only a quick-fix treatment and a prelude to an appointment with the dentist.

Dental pain can be subdivided into tooth pain and gum pain. Acute, sharp stabbing pains are associated with a broken tooth, a broken crown, a lost filling or trauma. The cure is self evident, but OTC analgesia may be needed in the interim.

The third molars at the very back of the mouth are popularly known as the wisdom teeth. Quite frequently, there is just insufficient room in the jaw for them to grow properly and erupt safely. In such cases they become stuck, or impacted. What starts out as a dull ache can develop into a really bad and persistent pain of the order of scale eight or nine.

In the older patient, gradual shrinkage of the gums (gingival recession) leads to exposure of the tooth dentine and leads to sensitivity to heat, cold and sweetness. This condition is the origin of the expression 'long in the tooth', meaning elderly.

Foreign bodies between the gum and the tooth can produce ' blised swelling and pain, as can plaque if it is not remove regularly. Abscesses which develop in the ruciatingly painful and are a real dental ys refer such cases to the dentist or local dental hospital: or the others, recommend paracetamol, combination products or NSAIDs accordingly.

Abcesses which develop

in the gums can be excruciatingly

painful and are a real dental



Courseling points

- Defracetamon is the first line choice analgesic and anti-pyretic, but it has considered and anti-pyretic but it has considered and anti-pyretic but it has a sold record of the grant of the analgesic ladder for really bad pain, then come down again as it lift.

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PHARMACY FORMULA

STERWIN MEDICINES

Ultramol
Soluble
Paracetamal, Codeine and Calfelne

STRONG FAST ACTING PAIN RELIEF

CONTAINS PARACETAMO

60

PHARMACY PORMULA

STERVIN MEDICINES

Ultramol

Pararetamol. Codeine and Caffein

STRONG FAST ACTING



Paracetamol 500mg, Codeine 8mg, Caffeine 30mg

Strong, fast acting pain relief

RAMOL Prescribing Information Presentation: Effervescent tablets, capsules and caplets, each containing Paracetamol 500 mg, Codeine Phosphate 8 mg and eine 30 mg, Indications: For the relief of moderate to strong pain. Dosage and Administration: For oral administration only. The effervescent tablets should be olved in at least half a tumbler of water before ingestion. Capsules and caplets should be swallowed with water. Adults, including the elderly: Two tablets not more uently than every 4 hours. Maximum of 8 tablets per 24 hour period. Children: Not recommended for children under 12 years. Contra-Indications: Hypersensitivity are accetamol, codeine or caffeine or any other constituents. Conditions where morphine and opioids are contraindicated. Warnings: Special care should be observed in patients with severe renal or hepatic impairment. Care should be taken in patients whose condition may be exacerbated by opioids, those on concurrent treatment other CNS depressants, with prostatic hypertrophy, with inflammatory or obstructive bowel disorders. Excessive intake of tea, coffee or cola with these tablets may e patients tense and irritable. Nursing mothers should also be advised to avoid these beverages as irritability and poor sleeping patterns have been observed in breast-infants. Each effervescent tablet contains 362 mg sodium, which may be harmful to people on a low sodium diet. Do not take with any other paracetamol containing ducts. Immediate medical advice should be sought in the event of an overdose, because of the risk of serious liver damage. Interactions: May occur with domperidone, oclopramide, cholestyramine, chloramphenicol, monoamine oxidase inhibitors, drugs that reduce hepatic microsomal enzymes (e.g. alcohol, barbiturates) and warfarin of other coumarins). Side-effects: Adverse effects to paracetamol are rare, but hypersensitivity including skin rash and blood dyscrasias have been reported. Codeine and duration of therapy and patient susceptibility. Tolerance and dependence can occur, especiall

STERWIN MEDICINES

Pain relief products

Term wedge

Win a bottle of champagne with Over The Counter

Check out what you have learned in out pain relief feature and you could win a bottle of bubbly. Just tick the correct answers to the questions below, fill in your details and send off the form. The first correct form out of the hat on the closing date of April 30 will be the winner.

- 1 According to a recent report in the British Medical Journal, aspirin-sensitive people should also beware of:
- a ibuprofen b diclofenac c codeine
- 2 A pounding head pain, pulsating in time with the heartbeat, indicates:
- a tension headache
- **b** vascular or migraine headache
- c over-tiredness
- **3** When a customer complains of pain it is a good idea to:
- **a** ask them to rate it on a scale of one to 10
- **b** ask them to describe it
- c ask how long it has been going on
- 4 Period pains occur at:
- a the end of the menstrual cycle
- **b** in the middle of the cycle
- c at the beginning of the cycle
- **5** Toothache in older patients may be due to:
- **a** a foreign body between the tooth and gum
- **b** impacted wisdom teeth
- c gum shrinkage

Name______Pharmacy______Address______

Send your entry to: Test Your Knowledge, Over The Counter/Pain Relief, Sovereign House, Sovereign Way, Tonbridge, Kent TN9 1RW

Propain gets promotional Plus

Sankyo Pharma is promoting Propain Plus caplets in the trade press and this month sees the start of a mailing campaign highlighting the product's benefits in treating tension headache to pharmacy and consumer. A national TV campaign also begins this month.

Propain Plus contains paracetamol, doxylamine succinate, caffeine and codeine phosphate and is indicated for headaches and migraine, toothache, sore throat, backache, neuralgia, period pain, muscular aches and pains, surgery or dental treatment pain and colds and flu. It is available in packs of 16 and 32

Sankyo Pharma UK Ltd, Tel: 01494 766866





Research commissioned by the makers of Panadol found that pain, such as that of a headache, disrupts a person's performance even in simple tasks, so people are increasingly demanding speed and efficacy from OTC medicines.

Some people find Panadol ActiFast, with paracetamol and sodium bicarbonate, can get to work up to twice as fast as standard paracetamol tablets which are swallowed and now the brand is available in a pharmacyonly 30-tablet pack. The new pack retails at £4.29

GlaxoSmithKline Consumer Healthcare, Tel: 0845 762 6637

Powerful message from Solpadeine Plus

Solpadeine Plus is the top-selling pharmacy-only pain reliever and, says GlaxoSmithKline Consumer Healthcare, it has strong consumer loyalty, helping drive customers into pharmacy.

The 'Pharmacy Formula' wording, underlines the product's strength and efficacy. Solpadeine Plus is available as tablets, capsules and soluble tablets, with pack sizes ranging from 12 to 60 and retail prices from £2.15 to £7.85.

The latest addition to the range is Solpadeine Headache, a caffeine and paracetamol combination designed for self-selection. The launch coincided with the renaming to Solpadeine Plus.

GlaxoSmithKline Consumer Healthcare, Tel: 0845 762 6637







Act/Face - Viving and a

ActiFast is the latest addition to the Panadol range, with the accent on speed and efficacy.

The unique formula contains paracetamol with sodium bicarbonate to aid rapid absorption and some users find it can get to work up to twice as fast as standard paracetamol tablets which are swallowed.

GlaxoSmithKline Consumer Healthcare says ActiFast "challenges the concept that all paracetamol tablets are the same, providing a specific reason to



select this brand over and above other paracetamol products".

Panadol ActiFast is available in packs of eight, 14, 16 and 30 and includes the non-crush Compack.

GlaxoSmithKline Consumer Healthcare, Tel: 0845 762 6637



GalxoSmithKline Consumer Healthcare is taking packaging innovation to a new level by commissioning a solid silver case for the Compack from Panadol.

Designed by jeweller Theo Fennell, the silver sleeve retails at £500.

Glamour and Tatler magazines have shown interest and GSK hopes the case will soon be a 'must have' for the style-conscious.

This marks the start of major support for the brand, with focus on the crush-resistant Compack, available as Panadol Tablets, Panadol Extra Tablets and Panadol ActiFast.

GlaxoSmithKline Consumer Healthcare, Tel: 0845 762 6637



MEW Sqlucosamine and chondroitin never tasted so good



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Quality products from a company you can trust



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It's a tough job

Lesley Keen reports on some of the best products she has tried in recent weeks

ith all the recent headlines about obesity and talk about fat tax and 'veggie vouchers' to encourage people to eat more healthily. French phytotherapy expert Arkopharma chose just the right time to launch a new diet and detox product into the UK.

* 4.53 / Shape Up contains 10 plant extracts to help you shape up and detox. You add four

measures of the dark concoction to one litre of water each day for four days, drinking the pleasantly herbal-tasting mixture through the day, while watching your calorie intake. Then you repeat the process with three measures in one litre of water for the next three days, two for the next two days and one on the last day.

It sounded simple. It was simple. And the good news is that it works. I even managed to shed four pounds of the excess baggage I am currently

carrying about the waist and midriff, and almost from the start I felt brighter, lighter and had more energy. This is something I will certainly repeat when I need a boost.

Skin, too, can do with a lift as we come out of the winter doldrums and I was impressed with the Jose Eisenberg product which I tried. The Monaco-based former fashion designer's products use a patented Trio-Molecular formula to help eliminate dead skin cells, increase cell renewal, oxygenate cells and promote collagen and elastin. I tried with Elixir which comes in a quietly classy pack and the honey-coloured gel feels and smells lovely, leaving skin beautifully soft and smoott

* I've always believed that when it comes to your beauty badget you should invest in the best and most effective skincare products you can afford - and perhaps economise on some of the colour cosmetics which change when fashion or whim dictates.

That's why I was so pleased to see the W7 range from Warpaint Cosmetics. There's a great range of young-looking products for eyes, lips, cheeks and nails at prices which won't send your bank manager to the cardiac ward.

I loved Lip Dippers in their teardrop shaped bottles, the twist up Eve and Lip Glossers, cream pearls for a hint of shimmering colour on cheeks (or

> wherever!), the 2-Step Mascara, the clever, all-in-one Automatic Bronzing Brush and Shadow Chalkers – powder eyeshadow in a chalky stick that is applied in one stroke.

* Hair can soon suffer when it's subjected to rapid drying and masses of styling products, so it's nice to go back to nature to find organic products to wash and condition. Daniel Galvin Junior has a new

Honeydewmelon range and I tried the frequent use shampoo and protein conditioner with honey and

melon. They left my hair soft, shiny and healthy looking and the conditioner was outstanding, enveloping every strand of hair, untangling it and leaving it feeling silky. This is seriously good stuff and one of the best reasons you'll ever find to go organic.

* Australian Bodycare has been around for some time with its range of Tea Tree products and these have now been given a facelift with terracotta coloured packaging and a new 'abc' logo reminiscent of Aboriginal painting. The products have also been given a new feel and smell and the Body Wash and Hair

Wash both lived up to expectations, leaving skin and hair feeling clean and invigorated. The distinctive tea tree aroma assures you that these products are hard-working as well as attractive, but it does not linger to overpower your usual fragrance products.



Dead Sea minerals expert Ahava has launched The Source, a range of skincare products which have evolved from the Advanced Dead Sea mineral range. The company says The Source is set to be "one of the most sought after skin rejuvenation and renewal systems ever to hit our shores". The products are colour coded for individual skin types and come in recyclable packaging, with products to cleanse, tone and purify.

Ahava UK, Tel: 01452 862580

New Beauty Boost Day and Night Creams from Nivea Visage are formulated to offer 24-hour moisture and act against the first signs of ageing.

Beauty Boost uses the skin's co-enzyme creatine with vitamins C, E and pro-vitamin B5 to help reduce the appearance of premature fine lines and wrinkles and refine enlarged pores.

The creams also contain: antioxidant vitamins C and E; provitamin B5 for its skin soothing and humectant properties and tapioca starch to condition skin and leave a velvety feeling.

Beauty Boost Night Cream (50ml, £13.50) contains vitamin A to help stimulate overnight skin renewal and the Day Cream (50ml, £12.99) features a UV filter system offering SPF8 and enhanced UVA protection.

Beiersdorf UK Ltd, Tel: 0121 329 8800



Three new products join the Veet range this spring.

The Veet Bladeless Razor Kit (£6.99) is designed to give a quick and simple alternative to shaving for legs and bikini line. The kit contains hair removing gel cream in Aloe Vera or Floral Sensation variants, and a bladeless razor.

The gel cream is applied to the skin and removed after three minutes with the bladeless razor, which is designed to allow users to remove hair in any direction without worrying about nicks or cuts.

The system is also designed to help avoid skin dryness, which can be a problem with traditional shaving.

Veet Express Roll-On (£7.99) is a ready-to-use wax treatment which works at room temperature and is stored in a roll-on applicator with a flexible roll head. The wax is rolled on and removed using the fabric strips included in the pack,



leaving legs, underarms or bikini line hair-free for up to four weeks.

New Hair Lightening Cream (£5.49) is suitable for disguising hair on exposed areas including the face, arms and legs. It is applied for 10 minutes and is formulated to give a sun-kissed

Reckitt Benckiser (UK) Ltd, . Tel: 01793 732000

New Color Pulse from L'Oreal offers vivid, glossy colour which fades after eight to 10 shampoos.

The coloured mousse is oxidant-free and comes in 10 vibrant colours visible even on dark hair. The colour gradually fades so there are no problems of unsightly regrowth.

L'Oreal says the new generation of chromatic colorants blended with direct colorants in Color Pulse creates remarkable depth of colour and shine. The mousse is applied to towel-dried hair and left for up to 30 minutes before rinsing and styling as

L'Oreal Group UK, Tel: 020 8762 4000



Model mum Melinda Messenger is the new celebrity face of Wella Vosene.

Melinda, who has three children, was voted Celebrity Mum of the Year 2003. She will front a heavyweight press campaign for Vosene in women's weekly. monthly and fitness titles, along with exclusive interviews in the national press.

The activity is part of a £1 million marketing campaign aiming to reinforce Vosene as a 'must stock' range.

Cecilia Fleming, marketing group manager for Wella Consumer Products Division, said: "Melinda epitomises the modern mum of today, balancing a successful career whilst ensuring a healthy lifestyle for her and her family. She looks fantastic from head to toe, so we're delighted to be working with Melinda to promote Vosene this year."

Wella Great Britain, Tel: 01256 376175



briefs

We've heard the music, seen the videos - and soon Britney Spears fans will be able to buy the fragrance, skincare and make-up. Pop diva Britney has signed an exclusive deal with Elizabeth Arden to develop and market Britney-endorsed products. The first product on the market will be fragrance, due out in the USA this autumn. The fragrance should be available in the UK in spring 2005

Elizabeth Arden Ltd, Tel: 020 7574 2700

The cosmetics and perfumery company Lentheric has changed its name to Mayfair Perfumes Ltd. The brands include Feather Finish, Easy Bronze and the Tramp, Pagan and Fleur fragrances and the new company retains the same management as before.

Mayfair Perfumes Ltd, Tel: 01923 204450

Elegant Touch has launched Viveur nails, loaded with semiprecious Swarovski crystals. Viveur comes in two styles with 230 or 1,250 crystals and retail at up to £295 a set. For those who want the look at an affordable price, the company offers Posh nails, again in two styles, and set with clear and pink rhinestones - a steal at £14.99 a set.

Original Additions, Tel: 020 8573 9907

Lever Fabergé has added two new Sunsilk variants -Smoothing and Anti-Flat - to the haircare range launched last year.

Lever Fabergé, Tel: 020 8439 6100

New in Rimmel London's Sunshimmer range is Fresh Face & Body Bronzer Self Tan Gel (125ml, £6.99). Formulated for easy application, the gel develops a deep tan in one hour.

Coty (UK) Ltd, Tel: 020 8971 1300

Designer Parfums has launched Ocean Dream Men, a male counterpart for the women's fragrance, Ocean Dream. The fragrance contains notes of mandarin, bitter grapefruit, marigold, mint, sage and geranium with a base of precious wood, sandalwood and musk

SA Designer Parfums Ltd, Tel: 01923 204450

Pucker up

They are our most mobile facial feature, stretching, pouting and puckering day in and day out, so how do we keep lips looking their best? Lesley Keen finds some answers

appy, sad, surprised or sexy - however we feel, it's reflected in the way we move our lips. But in spite of this lifelong workout session, lips need looking after to keep them soft, supple, smooth and ready for romance.

The skin on our lips is far more vulnerable to the elements than the rest of our bodies because it does not contain sebaceous glands

Cold sores

include:

Caused by the herpes simplex virus, cold sores start with a tingle in the lip, soon erupting into a cluster of tiny blisters which burst and crust over to form an ugly scab.

for natural lubrication, hair follicles to

UV light. Some common lip problems

respond to temperature changes or the ability

to produce melanin to help protect against

Cold sores last for around 10 days. They are painful as the scab is stretched or split each time you move your mouth, virtually impossible to conceal and once you have had one cold sore, the virus remains dormant in the body throughout your life.

Avoid infection by steering clear of anyone with an active cold sore and don't share cups, glasses or towels with a sufferer.

There are certain known triggers which sufferers can recognise, including stress and weather, particularly strong sunlight. You can't cure a cold sore or remove the virus from your body, but there are two treatment options - soothe it and keep it as comfortable as possible, or treat it with an antiviral, which can sometimes stop the infection in its tracks.

Aciclovir is an antiviral drug which should be applied as soon as the 'tingle' is felt.

Cracks, dryness and chapping

Lips can crack if they get too dry or are exposed to extremes of heat or cold. People suffering from cracks at the corner of the mouth may benefit from extra vitamin B.

Always protect lips from extremes of temperature by using a good quality lip balm, preferably one with built-in sun protection if you are venturing into the sun.

These days lip balms have come a long way from the old, tasteless sticks of grease. You can choose from products with a hint of colour, a slick of gloss, shine and sparkle and a host of tempting flavours. If lips feel dry, the temptation is to lick them, but this quickly sets up a vicious circle as the saliva dries, making lips feel tight and dry again; you lick them again and the problem simply gets worse.

By using a lip cream or balm, you add a layer of moisturising comfort to your lips, so the temptation to lick them lessens. If dry lips become flaky, it's a good idea to exfoliate them gently using a layer of petroleum jelly, then gently rubbing with an old toothbrush to slough off the dead skin. Finish with another layer of petroleum jelly, moisturising lip balm or cream.

Little vertical lines radiating out from the edges of the lips can cause problems when applying lipstick, which often bleeds along the lines. They are often the result of years of

Colouring up

Stap (1) The base

Always, apply your focarchites in the mini-

Sigo 2) Lining up

Sলুঁও Give it some stick

Sittle Glossing over

three tiens, for or the Fig. 1. Co.





smoking as the smoker puckers up to draw on the cigarette. A lip base will help to discourage lip colour from bleeding.

And finally...

Ever since the first celebrity appeared with collagen-enhanced lips, fuller lips have been in fashion. But there's no need to rush to the needle, you can use a few tricks of the light to make your lips look fuller. First, take your concealer and use it to outline your lips. Blend it gently and you are left with a pale outline which blends with your complexion but makes lips look as if they've had the full fill-in treatment.

You'll also make lips look poutier if you apply lipstick as normal, then add a lighter colour in the centre of your bottom lip. And there's always one of the new plumping products which promise fuller lips with a topical application.

These include new Yellow Lip Balm from Medical Aesthetics, which is designed not just to make the lips swell, but also to renew and refresh the lip tissue. It contains AHAs, a retinaldehyde which gently peels and stimulates lips, helping to smooth fine lines and wrinkles, reduce dryness and stimulate blood flow. It's used for just two days every three months, which must come as a relief as it costs £90! ©

Test your knowledge

Win a bottle of champagne with **Over The Counter**

Check out what you have learned in our lipcare feature and you could win a bottle of bubbly. Just tick the correct answers to the questions below, fill in your details and send off the form. The first correct form out of the hat on the closing date of April 30 will be the winner.

- 1 Cold sores last around:
- a one week **b** 10 days **c** two weeks
- 2 Trigger factors for cold sores include:
- a stress b sunlight c overweight
- 3 Gently slough dead skin cells from your lips using:
- a a normal facial exfoliator **b** soap and water c a layer of petroleum jelly and an old toothbrush
- 4 Vertical lines round the lips are often caused by:
- a sun damage b smoking c smiling
- 5 Your lips may feel drier when you use some types of:
- a lip gloss
- **b** lip liner
- c long-lasting lipstick

Name			
Pharmacy			
Address			
-	-	-	-

Send your entry to: Test Your Knowledge, Over The Counter/Lips. Sovereign House, Sovereign Way, Tonbridge, Kent TN9 1RW



Lip products



Nivea shines on

Nivea Lip Care combines moisturisation with style in its Shine range, which is attracting celebrity users.

Those who want to add some sparkle go for Gold & Shine or Pearl & Shine. Gold & Shine, with its sparkly gold pigment and underlying hint of peach, is ideal for darker or olive skins, while Pearl & Shine, with its pastel rose colour and pearly sheen uplifts paler skin tones.

Both products are rich in Vitamin E, Shea Butter and Jojoba Oil. For added glamour, there's CareGloss & Shine, with macadamia Nut Oil and Vitamin E, which delivers non-sticky gloss while deeply moisturising lips

The Lip Care range also includes Essential, Sun SPF25, Rose. Cherry, Strawberry and Repair products. Retail prices are from £1.59.

Beiersdorf UK Ltd, Tel: 0121 329 8800

Round the clock commitment

Cigarettes are as addictive as heroin or cocaine. Here's how to give smokers the support they need, when they need it, 24 hours a day, seven days a week to successfully give up smoking



Supporting quitters

lmost three quarters of smokers would like to quit, but only about 3 out of every 100 who try to give up smoking unaided are successful. When a smoker wants to give up they will need support 24 hours a day, 7 days a week if they are to be successful.

Relying on willpower alone is one of the least successful ways to stop smoking. Quitting smoking is about more than just managing your physical cravings; you also need to help your customers overcome their emotional dependency and engrained habits.



24-hour physical support

Why do people giving up smoking need 24 hour protection? Smokers will tell you that cravings can strike at any time, and when they do they need to be protected. You may be tempted to think that because people generally relapse later in the day that they don't need craving protection in the morning. However that is not the case¹.

Cravings are not the only factor that prompt relapse but they are extremely important2: whilst people commonly relapse in the afternoons or evenings when there are more temptations to smoke, cravings first thing in the morning have been shown to predict relayse later in the evening. 24 hour patehes ensure that from the minute you wake up you have protection, meaning that whenever that first craving strikes you are protected. Whilst a 24 hour patch can be taken off at night, they are designed to deliver nicotine slowly and gradually over



the full 24 hours and it takes several hours for nicotine to build up once a patch is applied in the morning.

Advising your customers to use a 24-hour stop smoking patch will ensure that they will not have to battle the morning craving for a cigarette and are therefore more likely to still be smoke free when they go to bed at night.

A 24-hour patch is applied once a day, so it is easy for the person to remember when to take the patch off and put a new one on. This easy 'one dose' approach prevents your customer forgetting to put a patch on,

removing the risk that they will be aceidentally left without support for their physical cravings.

24-hour behavioural support



With the 24-hour patch taking eare of their physical cravings, a person can concentrate on breaking the engrained behavioural habits and emotional factors associated with smoking. Combining nieotine replacement therapy with behavioural support has been shown to be the most effective way to help smokers quit. This is because it is necessary to address the powerful behavioural and emotional dependence on smoking.

Support methods include smoking cessation services and advice from pharmacy staff, GPs and nurses.

Online support programmes such as *Click2Quit.com* are convenient and readily accessible at any time of day or night, they generate a behavioural support programme and give advice about quitting².

www.Click2Quit.com is the first online support programme clinically proven to increase a smoker's chance of successfully giving up. Visitors to the site can develop an individually tailored Stop Smoking Plan generated by more than 60 responses to determine their individual motives for quitting and barriers to success.

Click2Quit.com offers patients tips on

getting through key hurdles and helps them change their behaviour patterns. This site allows people to download the "Bad Day Button", which sits on a computer desktop and at the click of a button gives tips for getting through tough moments. The 15-week Click2Quit Plan also delivers newsletters and personal e-mails encouraging quitters.

Suzy Greaves, life coach, says: "Giving up smoking is hard but there are lots of different kinds of support available to people who are serious about quitting. Although willpower and a real desire to quit are essential, willpower alone has been proven to be the least successful way of giving up smoking. The aim is to give up, not to do it in the hardest possible way!

People can try anything from taking advantage of stop smoking aids that provide relief from physical cravings to taking up a new sport which encourages healthier lifestyle habits. They should also be encouraged to ask their friends and family for support. And when they are unavailable or asleep the Internet is another good source of help as there are some really good websites available such as *Click2Quit.com*."

References 1. Shiffman, S., Engberg, J., Paty et al (1997). A day at a time: Predicting smoking lapse from daily urge. Journal of Abnormal Psychology, 106, 104-116.
2. Strecher V et al. Presented at 12th World Conference on Tobacco or Health, Helsinki, 3-8. August, 2003

A day in the life of a quitter

Naomi Flash, a 27 yearold office worker from
Harrow, smoked 10-20
cigarettes every day
for 11 years. She has
been using 24-hour
nicotine replacement
patches and the
Click2Quit.com
programme to help
her quit. Here she
describes a typical day
during her attempt to

7 am "Other times I've tried to give up I had bad cravings in the morning. For morning cravings the patches were great. The good thing about the 24-hour nicotine replacement patches is that something is tackling your cravings 24-hours a day. To wake up needing a cigarette would be very detrimental for me.

give up smoking:

8 am I used to have two cigarettes on the way to work but I don't miss them now. I definitely feel less tired and less wheezy. I don't cough any more, my teeth are white, and my clothes and hands don't smell.

10 am This is the time when I used to have a cup of tea, sort out my e-mails and then nip outside for my mid-morning cigarette. But thanks to the patch I don't have any serious cravings, even at times like this.

11 am I didn't want to chew nicotine gum because it's not great at work. I'm on the phone a lot and I have to meet people so chewing gum would have been difficult. I didn't want to use the inhaler either because I wanted to break the hand to mouth habit quickly. The 24-hour patches were therefore ideal for me.

Midday I used to smoke one cigarette on the way to buy lunch and another on the way back to the office to eat lunch. I never thought I could give up but the patch has reduced my physical craving for a cigarette so drastically I don't feel the urge to light up.

2 pm I used the Click2Quit com website whilst I was quitting. You just answer the questions and it works out a plan for you. It also gave me lots of useful tips to help me give up.

3 pm I used to have to smoke outside the office in the doorway on my own. I was the only person in my office who smoked but this still didn't put me off.



4 pm Tea time always used to be cigarette time. I've given up three times before without any help and relapsed, but this time I'm more mature and the patches are a great help. My brother has just become a dad and I didn't want to have to smell of smoke around the baby. I always thought that I'd give up when I got pregnant, but then I realised that I should have grown out of smoking by now.

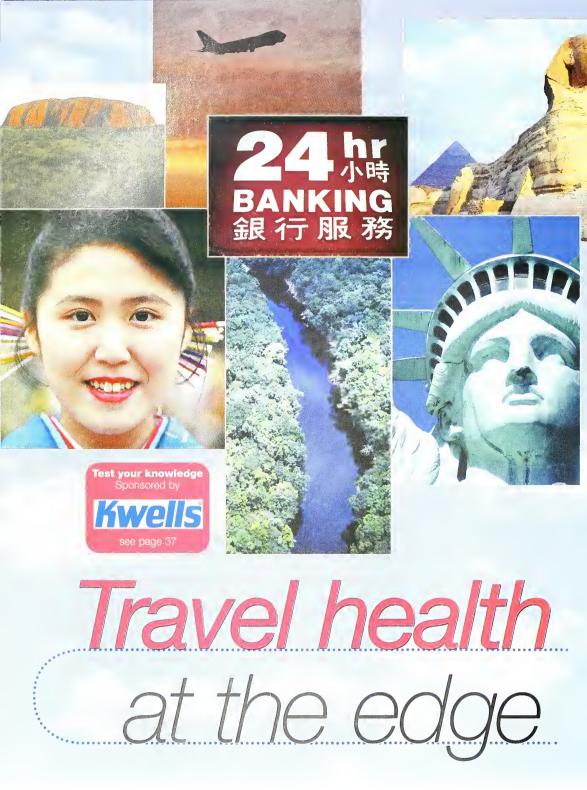
6 pm The hardest part about stopping smoking is going out in the evening with other smokers for a drink. The Click2Ouit programme suggested that I find a buddy to talk to when I found things particularly difficult. My buddy was my brother and twice I had to call him when I was out with friends. When I'm around smokers now I find the smell revolting.

8 pm Watching television is the second most difficult time of day. I used to smoke out of the window during the advert breaks, but now I know that my patch is there and it is reassuring.

9 pm One of the characters in Sex and the City smokes and that makes me think about cigarettes. I just have to remind myself that I'm still wearing a patch.

10 pm | still think how nice it might be to wind down with a glass of wine and a cigarette but there is no way that I'm going to start smoking again now. Patches are one of the best aids out there but you still need willpower. You have to make that choice and be committed to it. There's not just one anything – not just one drink and certainly not just one cigarette.

11 pm I congratulate myself on having made it through another day. I'm looking forward to a good night's sleep, knowing that I won't wake up craving a cigarette."



Cheap flights and package tours have made the world a smaller place, and more and more travellers are going for 'Heineken Holidays' reaching the parts that others don't. Consultant pharmacist **Mary Allen** explores these holidaymakers'

hether they're young adults taking gap years, 'Saga Louts' swapping Torremolinos for Thailand, or SK1-ers (the middle-aged "Spending the Kids' Inheritance") on extended travel, people's holiday health

needs are changing.

People have become so used to nipping off to the Costas and finding everything in the local supermarket and pharmacy that they would find at home, that they now tend to travel fairly 19th. But 'home comforts' may not be so easy to find if you are up to your waist in snow ne l'atagonia, or halfway up a mountain in the Himalayas.

So, can you help these more adventurous travellers before they go? They may go to any corner of the globe and encounter unusual

and extreme elements, with risks of sunstroke, dehydration, frostbite, high altitude sickness, or hypothermia, not to mention some nasty infections. Knowing the likely risks before they go and making sure they are well equipped will help to ensure a trip that's memorable for the right reasons.

Before they go

Would-be travellers should attend to routine medical matters before departure.

Cardiovascular diseases account for about 50 per cent of travellers' deaths abroad, so those at risk should have checks before they go. They should also check if pre-existing conditions are covered by their travel health insurance, and decide what to do if not.

Those heading for tropical areas or

developing parts of the world should see their GP at least six weeks before departure, to discuss vaccinations, malaria prevention, and any medical problems or special needs.

needs

You may be asked about vaccines and malaria prophylactic medicines in your pharmacy – your pharmacist will be able to provide advice and, for some parts of the world, sell malaria medicines over the counter. Few vaccines provide complete protection and travellers should be warned that they should still take care with food, drink and personal hygiene.

Remind customers to keep vaccination certificates with their passports, with details of their medicines and any other relevant information.

Anyone needing to carry syringes and

needles (for example diabetic patients) should sk their GP for a letter explaining why, to woid arrest on suspicion of illicit drug-taking or difficulties at airports now that sharp objects are generally banned in hand luggage. Long flights across several time zones can

Long flights across several time zones can eave travellers feeling tired and in need of est before they embark on a heavy itincrary. Those flying into airports at high altitude will need to think ahead to ensure they have time to acclimatise before moving on.

Dental emergencies abroad are best avoided by having a check up before travel – dental care may not be accessible in far-flung places. Who wants toothache on holiday?

Air travel: long journeys

Travelling rapidly through several time zones can play havoc with the body's biological clock. The resulting jetlag can spoil the first few days of a holiday and the return home. Preparing for this can help to reduce risk: going to bed earlier for a couple of nights before travelling east, and later if travelling west, helps reduce the effects. Exercising before, during and after the flight helps to reduce jetlag as well as lowering the risk of deep venous thrombosis (DVT).

Risk of DVT is greater in women on the Pill or HRT, in the elderly, or people with cancer and other conditions with an increased risk of clotting. Walking prevents stagnation of blood circulation and swelling of the feet and legs, which can be dangerous for older travellers. Tell customers to exercise their calf muscles during the flight – circling their ankles, and raising heels up and down with balls of the feet on the floor. Flight socks or other elastic hosiery helps too. Low-dose aspirin is thought to reduce risk by thinning the blood, but isn't safe for everyone, so talk to your pharmacist before selling this.

In-flight alcohol causes dehydration and should be avoided. Water and juices are best.

For those affected by travel sickness, there is a choice of medicines to help ease the pain of getting there. Products are divided into anticholinergics or

anticholinergies or antihistamines. While the anticholinergie

hycosine is the most effective solution, it has a shorter duration, but some antihistamines may cause drowsiness or sensitivity to sunlight, so discuss the customer's needs and refer to the pharmacist if necessary.

Heat

As well as risk of skin cancer, sunburn leads to premature ageing. Remind customers

about gradual exposure, using high-factor sunscreen for at least the first three to four days (preferably all through the holiday). Ears, lips, and noses shouldn't be forgotten and children and

babies mustn't stay uncovered in direct sunlight at all (more about sun protection in the next issue of *Over The Counter*).

Too much heat can cause sunstroke or heatstroke, which can be a medical emergency. Strenuous activity should be avoided during the hottest part of the day and drinking plenty of bottled water and other safe non-alcoholic liquids helps to balance the loss of body fluid through perspiration.

Some medicines can make the skin more sensitive to the sun. These include doxycycline, an antibiotic used for malaria prophylaxis in some areas.

Cold

People visiting cold places need to take sufficient proper clothing and footwear and high calorie rations to supplement regular intake of hot food and drink.

The elderly and people suffering with certain diseases are more susceptible to hypothermia, and fatigue and immobility increase the risk, so travellers shouldn't be too ambitious. And frostbite can affect the extremities in below-freezing temperatures, so the early warning signs of numbness and whitening of the skin shouldn't be ignored.

Height

High altitude holidays are gaining in popularity, for climbing, trekking or skiing. The lower levels of oxygen in the air at high altitudes can cause mountain sickness if people don't allow time for acclimatisation.

Trekkers in the South American Andes and in the Himalayas (especially Nepal) often reach heights above 4,000 metres, putting them at risk of mountain sickness, as well as injury. Even the physically fit risk mountain sickness during rapid ascent at heights above 2,500m. Early signs of mountain sickness include headache, feeling sick, loss of appetite and insomnia, and sufferers should rest for a day at the same altitude.

Essentials to take with you

- rrst-aid kit with plasters and blister dressings
- Insect repellent (should contain DEET for adults in malarious areas)
- Aydrocortisone cream and/or cream for bites
- Antihistamine tablets/syrup for bites and motion sickness
- Antiseptic spray such as Savlon Dry Spray
- Water sterilisation tablets or kit
- Loperamide capsules, oral rehydration sachets for diarrhoea
- Any specific medicines eg antibiotics required for travel in remote places or expeditions
- High factor sunscreen
- Analgesics (including paracetamol or ibuprofen liquid for children)
- Emergency dental kit for lost fillings, crowns and/or broken dentures
- Wet wipes
- Emergency medical travel kit, with sterilised, sealed needles etc
- Spare glasses, contact lenses, contact lens solution, dentures etc
- Malaria tablets where required
- Current prescription medicines and list of all medicines taken (with generic name for easy identification)
- fravel Insurance documents, vaccination/immunisation certificates
- El11 documentation for travel in Europe

Water sports

Activities on, in or under the water can result in accidents, and some may also lead to water-borne infections. These can include stomach upsets, sore throats and skin, ear and

eye infections. Sometimes hepatitis A and shigella (which causes dysentery) can be caught in this way. Freshwater lakes or slow-flowing rivers may

Some medicines can make the skin more **sensitive** to the sun





lead to risk of infection with bilharzia (schistosomiasis) - spread by the larvae of worms which burrow under the skin. If that sounds a bit remote, it isn't - a young man living round the corner from me came home from his travels with it.

Provided people take sensible precautions and avoid dangerous and infected waters, the greatest risk of death is from drowning.

Sex

Sexual encounters can leave problems which last long after the holiday is over. Young and old should practise safe sex to avoid risk of sexually transmitted infection, so condoms should be packed along with the plasters for those looking for love.

Lyme Disease

Lyme Disease is named after Old Lyme, a town in Connecticut where it was first recognised. It is caused by bacteria transmitted to humans by ticks that live of animals such as deer or sheep. When bitten, all that is noticed initially is a lump with a scab, followed between two days and four weeks later by an expanding, circular red weeks later by an expanding, circular red rash at the site of the bite, with tiredness, headache, joint pains, or flu-like symptoms. If untreated, symptoms may last for weeks or onths, and can lead to problems in later life ffecting joints, the heart and the nerves. Anyone who thinks they may have been affected is easily treated with a simple course of any biotics.

Minding the water

Hepatitis A and other infections like cholera and typhoid are transmitted through infected food and water in areas of poor sanitation, so attention to hygiene is paramount - washing hands after the loo, not drinking local water, avoiding fresh uncooked produce and so on. In remote places, water purification is important - boiling water for several minutes is the most effective measure. Failing that, a lot of bugs can be killed with chlorine or iodine, so travellers should take iodine tincture or suitable purification tablets.

Once bitten...

Malaria is the scourge of the tropics, and your pharmacist will have lots of information about medicines and additional measures to prevent and treat this potentially fatal illness. However, there are many other hazards out there associated with bites.

Anyone developing red streaks leading away from an inflamed bite should see a doctor as soon as possible as this indicates infection requiring antibiotic treatment. Older people, or anyone with poor circulation, should take care - poor blood flow means that toxic products resulting from bites will not be dealt with effectively by body defences, and this can lead to painful infection and inflammation of the small blood vessels, known as cellulitis.

In some areas insect bites can spread parasitic and other infection:

Mosquitoes don't "just" spread malaria –

they can spread yellow fever, dengue fever and Japanese B encephalitis.

- Sandflies spread leishmaniasis, a parasitic infection spread from rodents and other small animals. High risk areas are India, the Mediterranean, the Middle and Far East, Central and South America, and Africa.
- Tsetse flies spread sleeping sickness.
- Ticks can spread encephalitis, and, in some parts of the world (including the New Forest in the UK) can cause Lyme Disease (see panel).

With all the reports of Avian Flu, SARs and goodness knows what else, it's a wonder anyone travels at all. However, it's true to say that accidents kill more travellers than tropical and other diseases do, so, being sensible and aware of the risks should mean that a good time can be had by all.

Coming home...

International travellers who have picked up viral, bacterial or parasitic infections abroad may become ill within six to eight weeks of return. However, some illnesses take longer to manifest themselves: malaria may not cause symptoms for six months to a year after returning home. Remind travellers that they should continue to take antimalarials for the appropriate time after returning.

Where post-travel illness strikes, it helps doctors to know where people have been, so travellers should keep a record and tell doctors if they:

- developed diarrhoea when away or shortly afterwards
- received medical treatment overseas
- were bitten by an animal, tick, mosquito or
- might have been in infected waters
- put themselves at risk of a sexuallytransmitted disease.

It sounds enough to make you stay at home, but by heeding careful advice before and after the holiday, the world can be everyone's oyster.

arm, humid areas of the world, people, often the under 15s, may become infected with rial infection which enters the body through damaged skin, such as a cut. Between two later a small painless bump appears, which looks like a raspberry, with symptoms muscle aches, and feeling generally unwell. The bump can be very itchy, and infection is of the body by scratching. The initial growth eventually becomes ulcerated. e a skin-to-skin contact, and (though not sexually transmitted), is very similar to a school of the future. It goes quiet, again, and may destroy skin, bones and joints. It can be diagnosed quite easily, and treatment with a single injection of penicillin usually works.

Insect repellents



Pharmacy FORUM

Whether you plan to enjoy the summer in sunny suburbia or sub-Saharan Africa, the whine of the mosquito can spell trouble. It may result in itchy and unsightly red lumps that could have been avoided, but it could lead to something more serious

nyone who has visited the Welsh hills, England's moors or the Scottish Highlands will be all too aware of how unbearable those midges can make an otherwise pleasant day. And for the increasing number of travellers heading off to exotic locations abroad, bites by mosquitoes, flies and ticks can be the cause of serious health problems, such as malaria, yellow fever and tick-borne encephalitis. For these people insect repellents are 'must have' items.

So with the summer on its way, how much do you know about the insect repellents your pharmacy sells?

Today's repellents contain an active ingredient, solvents and in most cases a fragrance. After application, the solvents in the formulation evaporate, leaving the active ingredient on the skin. The repellent is effective as long as the active slowly evaporates, forming a layer of 'scent' over the skin. This 'scent' interferes with the mechanism that attracts biting insects to human skin. The most common active ingredients to look out

DEET – for many years the gold standard. Generally the higher the concentration, the longer lasting the Did you know?

- Only female mosquitoes bite
- Mosquitoes cannot transmit HIV
- Mosquitoes can detect carbon dioxide, given off in breath and from the skin at distances of up to 36m
- The attractiveness of different people to the same or different species of mosquitoes varies substantially
- Men are bitten more readily than women

protection. Products with 10-35 per cent DEET will provide adequate protection under most conditions. Use with care as can damage plastics, some synthetic fabrics and leather. Do not use on young children.

Bayrepel (KBR) a newer, patented ingredient used in the Autan range. A recent WHO report' concluded that Bayrepel is a repellent of choice for malarial prevention. It has repellent qualities comparable with, and often superior to, those of standard DEET at similar concentrations'. In typical formulations it does not significantly attack common household materials. IR3535 (EBA) almost as effective as DEET, but less likely to provoke skin reactions and less harmful to synthetic

materials such as plastics. Found in some Jungle Formula products.

Citronella - the 'natural' option. Provides shorter complete protection time than DEET and other similar products. Frequent re-application can partially compensate for this but protection is not guaranteed

Most insect repellent ranges come in a range of formats – aerosols, pumps, lotions, wipes and sticks. Also watch out for the concentration of active ingredient. Many ranges offer standard and extra strength products.

Advise customers to only apply repellents to exposed skin and/or clothing. Never use over cuts, wounds or irritated skin. Do not use sprays and pumps directly onto the face - apply to the hands first and then to the face.

Promotion

Autan – tough on insects, gentle on skin

The Autan range of insect repellents is designed to protect everyone over two years old from mosquitoes, midges and other biting insects, both at home and abroad. Autan contains the unique formulation Bayrepel, a new generation active ingredient which is an alternative to DEET- based products, while being gentle on the skin.The World Health Organisation (WHO) recommends Autan as the repellent of choice for malaria prevention2.











Autan offers consumers two skin repellent ranges and an after-bite spray. The Active range provides protection for up to eight hours and the Family range for up to four hours. The Family range has the added benefits of aloe vera which moisturises and

soothes the skin. If you forget to apply a repellent, use

Autan Bite-Ease to cool and soothe

insect bites and stings. All products in the Autan range are non-sticky and nongreasy, have a pleasant fresh fragrance, are surtable for children over the age of two years and are dermatologically tested.

The state of the s	Up to 4 hours protection	Up to 8 hours protection	Insect bite relief
Adults	AUTAN	AUTAN	BITE-EASE
Children over 2 years of age	EAMILY SA SECULIA GINGS	ASTIME	35.53 - 1.1 III III III III III III III III III
Infants under 2 years of age	Avoid areas at risk, cover up with long sleeved clothing		

The easiest way of helping your customers choose the correct **Autan** product is to ask them how many hours protection they'll need. This table is a useful guide to help select the most appropriate product.

Travel products

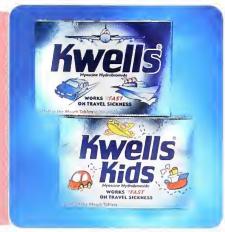
fers prevention and treatment

The mothe Consumer Health helps prevent travel to melt-in-the-mouth formula can be taken up-minutes before travelling to prevent trave

It is best to take Kwells before travelling as, once the symptoms start, vomiting prevents the remedy from being absorbed. Kwells is available in two variants - for adults and children over 10 and Kwells Kids for children aged 4-10. Both come in packs of 12 tablets at £2.25

Roche Consumer Health, Tel: 01707 366000

Health Aid



Air-Oxv is a tonic

HealthAid's Air-Oxy is designed to boost energy levels and revitalise the mind. The company says the aerobic oxygen in liquid form can help with the effects of pollution by boosting the amount of oxygen in the body. This allows our systems to detoxify and eliminate free radicals, making Air-Oxy ideal for travellers, to combat jetlag, for those susceptible to infection or with depleted

immune systems, people living in polluted areas, partygoers needing a little help the next day and those with high stress levels. A 100ml bottle retails at £9.99.

HealthAid, Tel: 020 8426 3400

Nivea newcomers tan-talise

Beiersdorf has expanded its Nivea Sun range. New Pampering Protection Mousse in SPF8 and 15 is creamy and non-sticky with vitamin E. In 150ml bottles, the SPF8 retails at £11.75 and SPF15 at £12.99.

Satin Sheen Sun Lotion SPF8 (200ml, £9.99) joins the SPF15 verion launched

A new SPF40 Children's Sun Spray (200ml, £14.95) joins the existing SPF30, 30 and 60 products.

The Sun Touch fake tan range has new Self Tan Aerosol Spray and Self Tan Lotions for fair and normal or darker skin. The products in the range contain vitamin E and macadamia nut oil for an even, naturallooking tan. Prices are from £6.89.

Beiersdorf UK Ltd, Tel: 0121 329 8800

Now Perles go GSL

Holidays can bring unwelcome changes to bowel habits, so it's sensible to be prepared.

The Dulco-lax range works overnight to stimulate the colon and rectum and the dual action encourages normal and regular bowel movement that is gentle and predictable.

The range comprises Dulco-lax Tablets and Suppositories containing bisacodyl and Dulco-lax Perles and Laxoberal Liquid with sodium picosulfate. Sugar-free, fruit-flavoured Laxoberal is suitable for diabetics and children, when taken under medical supervision.

New this month is a GSL pack of 20 Dulco-lax Perles (£2.99), joining the 50-pack (£4.59), which has a P licence.

The brand is benefiting from a £2 million national TV campaign which started in March.

Pharma Consumer Care, Tel: 01202



Ardern wipes up with new repellent

Ardern Healthcare has extended its Ben's range of insect repellents with Ben's Wipes, which contain 30 per cent DEET. They are suitable for everyone aged over two years and provide protection for up to eight hours. A pack of 15 retails at £4.99.

The Ben's range also includes maximum strength Ben's 100, standard strength Ben's 30 and Ben's Family Cream.

The Ardern range is completed by After Bite (£3.25), America's leading insect bite treatment.

New slimline packaging is being introduced for After Bite and Ben's 30 and 100 this year.

Ardern Healthcare, Tel: 01584 781777



New Calypsos for summer sun

Linco-Care has launched three new products in the Calypso suncare range in time for summer Kid's Disappearing Lotion Spray (150ml, £6.99) comes in pink and blue, but colours disappear on application. The four-star UVA-rated spray offers SPF30 protection. The Hair Care Travel Pack is a clear plastic pouch containing 100ml packs of Conditioning Spray, Hair and Body Shampoo and After-Sun Conditioning Hair. Self Tanning Spray (150ml, £4.99) has an easy-to-use spray action useful for hard-to-reach areas. Calypso now also offers its Aloe Vera After Sun Ge in a 400ml size (£4.49) as well as the original 250ml



GSK's top five holiday helpers

PIRITONallergy

1 ZOVIRAX

Zantac

GlaxoSmithKline Consumer Healthcare suggests five products to tackle holiday ills.

Panadol ActiFast, with paracetamol, offers fast,

effective pain relief and is available in the crushresistant Compack.

Zantac 75, with ranitidine, helps relieve heartburn and indigestion.

Piriteze Allergy Tablets, with cetirizine hydrochloride, offer a one-

a-day solution to hay fever and skin allergies. Zovorax Cold Sore Cream, with 5 per cent aciclovir, tackles cold sores.

Lactacyd Femina soft cleansing tissues help maintain the pH balance of the vaginal area and protect against irritation.

GlaxoSmithKline Consumer Healthcare, Tel: 0845 762 6637

Polaroid Murray picks Polaroid

aul Murray Plc has chosen Polaroid polarised inglasses as the range it will be distributing to harmacy in 2004.

Paul Murray Pic, Tel: 023 8046 0600



Ex-Lax - for holiday constipation

x-Lax has been tackling constipation for almost 100 years and both roducts in the range are based on highly purified senna extracts. Ex-Lax enna Chocolate and Senna Pills offer gentle, effective relief in formats to

EX-LAX

suit sufferers' differing needs.

The chocolate product masks the taste and odour associated with some laxative pills and one piece provides overnight relief. It is available in packs of 12, 24 and 48. Senna Pills are the smallest available and are the only senna pills to be sugar-coated.

Novartis Consumer Health, Tel: 01403 210211

Test your knowledge

Win a bottle of champagne with Over The Counter

Check out what you have learned in out travel health feature and you could win a bottle of bubbly. Just tick the correct answers to the questions below, fill in your details and send off the form. The first correct form out of the hat on the closing date of April 30 will be the winner.

- 1 The most common cause of travellers' deaths abroad is:
- a drowning
- **b** road accidents
- c cardiovascular disease
- 2 If vaccinations are needed. the traveller should visit the doctor at least:
- a eight weeks before departure
- **b** six weeks before departure
- c four weeks before departure
- 3 Which of the following can help minimise the effects of jetlag?
- a exercising before, during and after a flight
- **b** going to bed earlier or later (depending on which way you are flying)
- c drinking alcohol on the flight

- 4 Lyme Disease is caused by bites from:
- a mosquitoes b flies c ticks
- 5 The bacterial infection Yaws often affects people:
- a under 15
- **b** aged 20-35
- **c** aged 50-75

Name	
Pharmacy	
Address	

Send your entry to: Test Your Knowledge, Over The Counter/Travel, Sovereign House, Sovereign Way, Tonbridge, Kent TN9 1RW

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- Car hire Citybreaks
- ✓ Coach holidays
- ✓ Country house hotels
- ✓ Cruises
- Escorted tours
- ✓ Flights
- ✓ Fly-drive holidays

- ✓ Golfing breaks
- ✓ Health spas
- ✓ Holiday villages
- ✓ Hotel bookings ✓ Independent travel
- ✓ Motoring holidays
- ✓ Package holidays
- ✓ Safarıs
- ✓ Sailing holidays
- ✓ Shortbreaks ✓ Ski holidays
- ✓ Special-interest holidays
- ✓ Sports holidays
- ✓ Theatre breaks
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- ✓ Villas
- ✓ Yachtıng holidays

For further information call Pharmacy Travel

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One in three Britons now suffers from some kind of allergy, says the Royal College of Physicians, and rates among children are at an all-time high.

Sarah Purcell looks at the allergy epidemic facing children hree times as many children have hay fever and eczema compared with 30 years ago and six times as many suffer from asthma. One in 70 children has a potentially fatal peanut allergy.

According to Allergy UK, 25 per cent of young people aged 11-21 have hay fever, and cases in the general population have doubled every 20 years so that around one in three people suffer from the allergy.

But why are so many more children affected by allergies and is there anything parents can do to protect them?

What is hay rever?

Hay fever (seasonal allergic rhinitis) is an allergic response to pollen which causes inflammation and irritation of the linings of the nose, eves and throat.

The allergic reaction occurs when the body's immune system over-reacts to a normally harmless substance – pollen.

In hay fever sufferers, the body reacts to the pollen they breathe in by producing an antibody called immunoglobulin E (IgE) to fight it off. IgE then stimulates the release of certain chemicals, including histamine, to flush the pollen out of the airways and it is this which causes the familiar hay fever symptoms – itchy, watery eyes, running nose, sneezing and itchy throat.

With the Hergies niche

In a majority of cases, allergies are passed on in families – for example, if one of a child's parents is asthmatic the child's risk of developing the condition is doubled. However, there are other factors which are thought to contribute to the epidemic of allergies that we are seeing today.

Professor Jean Emberlin, of the National Pollen Research Unit, says early exposure to antibiotics (especially before age six months) is believed to increase a child's



Hay fever is so called because symptoms only appear during the high pollen season, which peaks in midsummer.

Pollen is a grain used to transport the male DNA to the female part of a flower and so fertilize it. Sufferers normally notice symple at when there is a high concentration of pollen grains in the atmosphere - a warm, sunny day with a light breeze produces the highest levels, while rain helps wash pollen out of the air.

Some types of potien are more allergenic

than others. In the UK, grass pollen is the most common culprit, with 95 per cent of hay fever sufferers allergic to it, followed by birch, to which 25 per cent of sufferers react. Less common pollens which cause problems are oak and plane trees and weeds such as nettles.

"We're starting to see sufferers react to new pollens, such as from conifers, simply because so many people have planted them as hedging," says Professor Emberlin.

Fungal spores or moulds are another less

common cause of hay fever.

These are abundant in late summer and early autumn and thrive in warm, damp weather.

During the hay fever season, peak times for sufferers are:

- MARCH May: birch pollen
- APRIL May: plane pollen
- JUNE August: grass pollen
- AUGUST October: moulds, fungal spores and weeds.

ectino oloomin



For adults and children aged 12 or more



Zirtek was the fasters growing oral OTC Allergy the hay layer reason of zoos, outgrowing the markary

And remember, Anck has so much to offer your customers:

ZIRTEK ALLERGY/ZIRTEK ALLERGY RELIFE

PRESENTATIONS: Film-coated tablets containing 10mg cetrizine hydrochloride

USES: Treatment of seasonal and perennial rhunitis and chronic idiopathic urticaria

OOSAGE AND AOMINISTRATION: Adults and children aged 6 years and over: 10 mg daily. Children between 6 to 12 years of age. either 5mg (1/2 tablet) twice daily or 10mg once daily. In renal insufficiency halve the dose to 5 mg (1/2 tablet) daily. Zirtek Allergy Relief. Adults and Children aged 12 years and over: 10mg once daily.

CONTRAINOICATIONS. Hypersensitivity to the constituents. Avoid use in pregnancy and lactation.

INTERACTIONS: To date there are no known interactions. As with other antihistamines avoid excessive alcohol consumption. SIDE EFFECTS: Mild and transient drowsiness, headache, dizziness, agitation, dry mouth and gastrointestinal discomfort. Convulsions have very rarely been reported.

PACKAGING/PRICE: Zirtek Allergy: Pack of 21 tablets = £8.95 R.R.P. Pack of 30 tablets = £14.95 R.R.P. Zirtek Allergy Relief: Pack of 7 tablets= £4.45 R.R.P.

LEGAL CATEGORY: Zirtek Allergy: P. Zirtek Allergy Relief: GSL

MARKETING AUTHORISATION NUMBER: PL 08972/0033

MARKETEO BY: UCB Pharma Limited, Watford, Herts, W018 OUH

For further information please contact: UCB Pharma Limited, UCB House, 3 George Street, Watford, Herts, W018 OUH. Telephone (01923) 211811. Facsimile (01923) 229002. Email: medicaluk@ucbgroup.com

ZIRTEK ALLERGY SOLUTION

PRESENTATIONS: 8anana flavoured sugar-free solution containing 1 mg/ml cetinzine hydrochloride

USEs: Treatment of seasonal allergic rhintis in children aged 2 years and over, and perennial allergic rhintis and chronic idiopathic urbcana in children aged 6 years and over.

OOSAGE AND AOMINISTRATION: Adults and children aged 12 years and over: Two 5ml spoonfuls once daily. Children aged 6 to 11 years of age: Two 5ml spoonfuls once daily or one 5ml twice daily. Children between 2 to 5 years of age: One 5ml spoonful once daily or one 2.5ml spoonful twice daily

CONTRAINDICATIONS: Hypersensitivity to the constituents. Avoid use in pregnancy and lactation

INTERACTIONS: To date there are no known interactions. As with other antihistamines avoid excessive alcohol consumption. SIDE EFFECTS: Mild and transient drowsiness, headache, dizziness, agitation, dry mouth and gastrointestinal discomfort. Convulsions have very rarely been reported.

PACKAGING/PRICE: 200ml Solution = £18.95 R.R.P. 75ml Solution = £7.95 R.R.P.

LEGAL CATEGORY P

MARKETING AUTHORISATION NUMBER: PL 08972/0033

MARKETEO BY UCB Pharma Limited, Watford, Herts, W018 OUH.

For further information please contact: UCB Pharma Limited, UCB House, 3 George Street. Watford, Herts, W018 OUH. Telephone (01923) 211811. Facsimile (01923) 229002. Email: medicaluk@ucbgroup.com.

ref 1: IMS Pharmatrend week 22 to 30 2002 vs week 22 to 30 2003

ref 2; Day JH et al. J Allergy Clin Immunol 1998; 101; 638-45.

Clarityn is a registered trademark of Schering-Plough Ltd.

* Zirtek Allergy, at the recommended dose, does not cause drowsiness in the majority of people. However rare cases of drowsiness have been reported.

risk of developing an allergy because this does not allow the immune system to fighe off disease as it was intended to do, so helping to build up trong immunity.

Our obsession with hygiene also plays to le. In our effort to protect this iren from germs, we're making them more susceptible to allergies instead.

"Recent research findings
have shown a strong link
between reduced contact with
bacteria and infection in
childhood and the rise in
allergies. Children are not being
exposed to enough germs to build a strong
immune system," says Jonathan Brostoff,
professor of allergy and environmental health
at King's College London.

Some research has suggested that children who go into daycare before they reach the age of two have a reduced risk of developing allergies because they come into contact with a wider range of infections similarly, children from large families are thought to be less at risk. A new study published in the Journal of Allergy and Clinical Immunology in February this year found that children who'd had two or more fevers during their first year were much less likely to develop allergies by the age of seven.

"The theory about pets and allergy has changed in recent years and several recent studies have found that children who live with pets from birth are at a reduced risk of developing an allergy. However, if the pets – especially cats – are acquired when the child is older this can trigger an allergy," says Professor Brostoff.

The environment in which we live in is another factor which is thought to make us more at risk to allergies.

Dust mites, a common trigger for asthma and eczema, thrive in our warm,



By protecting **children** from

germs we expose them to allergies

double-glazed and carpeted homes.

Passive smoking is also thought to have an effect on the lungs of children which makes them more prone to allergies such as asthma.

How do you know It's lay feve "

Hay fever is unusual in children under two, and they tend to experience it first between nine and 11, although it is becoming much more common among younger primary school aged children. Most people gradually grow out of it by their early 30s, though it is possible to experience if for the first time at this age.

The most common symptoms are sneezing, watery and itchy eyes, runny and itchy nose. You'll know whether it's hay fever because of the time of year the child is affected – if it's not the hay fever season then the child may have allergic rhinitis, which can affect them all year round.

Hay fover and the weaths

Milder winters and earlier springs have resulted in a longer hay fever season which starts earlier. We used to see little pollen around before April, but there are now high levels of birch pollen from March.

"We're seeing the hay fever season start a little earlier each year — it's begun five to 10 days earlier with each decade — and that's due to warmer winters and springs. We're also seeing the pollen season lasting longer, which is also down to climate change," says Professor Emberlin. This has the effect of exposing more people to pollen for longer periods, giving rise to more sufferers.

Sunny, warm and dry conditions are the worst days for sufferers, while early morning, late afternoon and early evening are when pollen levels peak.

The pollen count is a measure of the number of allergenic pollen grains per cubic metre of air, averaged over 24 hours.



SOLVE CASES FAST WITH BENADRYL



CASE #1

For a high-speed solution Benadryl Allergy Relief is active in just 15 minutes: no other non-drowsy* allergy 'tablet' works as fast.

e effective reliet from allergies and nasal congestion • works in minutes • lasts 8 hours • avoids drawsness • avoids drawsnes

CASE #2

When a blocked nose is involved Benadryl Plus is the only non-drowsy* allergy relief with added decongestant.

CASE #3

Benadryl One a Day Relief: Just one tablet for non-drowsy* relief all day.



ORAL SOLUTION Cetirizine hydrochloride

Once daily allergy relief for Children 2+ years

Pet Allergy

CASE #4

For kids aged 2+,

Benadryl Allergy

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the number one[†]

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children's allergy

syrup. Available in

great tasting

banana flavour.

skin Allergies



Cetirizine hydrochloride

Acrivastine & Pseudoephedrine



Cetirizine Hydrochloride

"Acrivastine/Cetirizine, at the recommended dose, do not cause drowsiness. However, some cases of drowsiness have been reported 'Initial message costs up to 10p plus VAT To unsubscribe from Subsequent free alerts text 'stop' to 85080. *Information resources, A11 IRI HBA outlets Unit and Value sales, 52 w/e 21 Feb 2004

WHEN WE SAY IT'S FAST, WE MEAN IT'S FAST



Side effects: Rarely: drowsness RRP (ex-VaT): 12s, e3.70: 24s £6 43 Legal category: P PL holder: Prizer Consumer Healthcare, Chestnut Avenue, Eastleigh, Hampshire S053 320 PL number: 15513/0035 Date of preparation: July 2003. BENADRYL PLUS CAPSULES PRODUCT INFORMATION: Presentation: Acrivastine 8 mg and pseudoephedrine 60 mg Uses: Allergic rhinitis. Dosage: Adults and children 12 – 65 years one capsule as necessary, up to three times a day. Contraindications: Hypersensitivity to any of the ingredients or triprolidine. Severe hypertension, significant renal impairment or severe heart disease, those who have taken MAOIs in the preceding 14 days Precautions: Diabetes, hyperthyroidism, heart disease, hypertension, glaucoma or prostatic enlargement. Patients taking sympathomimetics, antihypertensives, and tricyclic antidepressants. Effects of alcohol or other CNS depressants may be enhanced. Advise not to undertake tasks requiring mental alertness. Pregnancy & lactation: Not recommended. Side effects: Rarely skin rash, drowsiness, urinary retention or CNS excitement. RRP (ex-VaT): 12s. 42 55, 24s. 57.65. Legal category: P PL holder: Pizer Consumer Healthcare, Eastleigh, Hampshire S053 320 PL number: 15513/0017. Date of preparation: July 2003 BENAORYL ONE A DAY RELIEF PRODUCT INFORMATION: Presentation: Cetinizine 10mg. Uses: Symptomatic treatment of rhinitis and uricana. Dosage: Benadryl One A Oay, Adults and children 6 years and over. One tablet daily. Contraindications: Hypersensitivity to any of the ingredients. Precautions: As with other antihistamines avoid excessive alcohol consumption. Pregnancy. & lactation: Not recommended. Side effects: Occasionally: headache, dizziness, divisiness, agitation, dry mouth or gastrointestinal discomfort. RRP (ex-VAT): Benadryl One A Oay, Pleief, 75.79. Penadryl One A Oay Pleief, 75.79. Penadryl One A Oay. Pleief Information available from Pizer Consumer Healthcare, Chestnut Avenue, Eastleigh, Hampshire S053 320. Date of preparations: July 2003. BENADRYL ALLERGY ORAL SOLUTION P



Coping with children's hav fever

- The relative stay indicates the safety and the safety are safety and the safety are safety and the safety are safety as a safety and the safety are safety as a safety and the safety are safety as a safety are safety as a safety are safety as a safety and the safety are safety as a safety are safety are safety as a saf
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- Was if onlikeness hands requently to alop them ransetting if ore policy is then eves.
- Avoid a not in a id smoke atmosphere, which will make

especially on high pollen count days. Also, in the tree pollen season in April/May, avoid woodlands with catkins. This will prevent their immune system from being challenged too much," says Professor Emberlin.

 Women with a history of atopic allergy should avoid peanuts during pregnancy and when breast-feeding.

When weaning, don't introduce higher-risk foods such as wheat, dairy, eggs, fish and sesame before six months. Before that give babies low risk foods such as rice, vegetables, meat and fruit.

- Introduce one new food at a time to your child.
- Don't give nuts before age three.

Test your knowledge

Win a bottle of champagne with Over The Counter

Check out what you have learned in our hay fever feature and you could win a bottle of bubbly. Just tick the correct answers to the questions below, fill in your details and send off the form. The first correct form out of the hat on the closing date of April 30 will be the winner.

- 1 About how many of the population suffer from hay fever?
- a one in two b one in three c one in four
- 2 The body tries to flush the pollen out of the airways by producing:
- a histamines **b** antihistamines
- **c** hormones
- 3 The most common tree pollen to cause problems is:
- a oak b beech c birch
- 4 If one parent has asthma the child's chances of developing the condition are:
- a doubled b trebled c quadrupled5 At what age do children tend to
- suffer their first bout of hay fever? a 5-7 **b** 7-9 **c** 9-11

Name	
Pharmacy	
Address	

Send your entry to: Test Your Knowledge, Over The Counter/Hay fever, Sovereign House, Sovereign Way, Tonbridge, Kent TN9 1RW The National Pollen Research Unit calculates the pollen count during the season and the information is passed on to weather forecasters. You can hear pollen forecasts from late May until the end of July, or visit the National Pollen Research Unit's website at www.pollenuk.ac.uk.

The pollen forecast is given as low, moderate, high or very high.

- Low: under 30
- Moderate: 30-49
- High: 50-149
- Very high: 150 plus

Most sufferers start to experience symptoms from around 50, although some will be affected by levels as low as 20 and others not until around 100.

Preventing allergies in children

- "Children born either just before or during the pollen season are most likely to get hay fever," says professor Emberlin. So the best time to have a baby is just after the pollen season has ended!
- Breast-feeding babies for at least six months can help reduce their risk of developing all allergies.
- Keeping children away from cigarette smoke can make a huge difference – children of parents who smoke are 1.5 times more likely to become asthmatic.
- Keep your home as dust-free as possible.
 Dust mites are common triggers of eczema and asthma.

• "Try to keep children away from fields of flowering grass in the hay fever season,

Treating children's hay fever

"Be cautious about recommending any of the older generation sedating antihistamines with children – it's better to go for one of the newer non-drowsy drugs," says pharmacist Jeremy Clitherow.

"And if a parent comes in for hay fever treatment, raise the subject of eczema too, as the conditions often go together. It's a good opportunity to talk about emollients for controlling eczema.

"If the child has a cough at night, this could be a sign of undiagnosed asthma, so make sure the parent is aware of this too."

The hav fever market

The hay fever and allergy market is the fastest growing OTC category, according to GlaxoSmithline, and it is valued at £75 million with sales up 19 per cent in the last year.

Tablets dominate the sector with a 69 per cent share, followed by sprays at 15.9 per cent, eye drops 8.5 per cent and syrup 6.2 per cent.

This is still a seasonal market and some 75 per cent of sales are between April and July. ©



Set them free with Piriton this Summer

Help set families free from the misery of hayfever and allergies with Piriton, tried and trusted for generations. Piriton provides a range of allergy answers for adults and children from as young as 1 year. No other antihistamine brand can say as much.

PIRITON allergy chlorpheniramine

PIRITON

Hayfever and allergy relief for the family

Piriton Allergy Tablets and Piriton Syrup Product Information: Presentations: Piriton Allergy Tablets containing 4mg chlorpheniramine maleate. Piriton Syrup containing 4mg chlorpheniramine maleate in

10ml. Uses: Symptomatic relief of allergic conditions including hayfever. **Dosage and administration:** Tablets: *Adults:* 1 tablet every 4-6 hours. *Children aged*

GlaxoSmithKline

Consumer Healthcare

6-12: 1/2 tablet every 4-6 hours. Syrup: Adults: 10ml every 4-6 hours. Children aged 6-12: 5ml every 4-6 hours. Children aged 2-6: 2.5ml every 4-6 hours. Children aged 1-2: 2.5ml, twice daily. Contraindications: Hypersensitivity. Concurrent or recent treatment with MAOIs. Precautions: May increase effects of alcohol. May affect ability to drive and use machinery. Use with caution in prostate, respiratory, liver, cardiovascular and thyroid disease; epilepsy, glaucoma and other eye conditions. Syrup contains sugar, use with caution in diabetes. Maintain good dental hygiene. **Side effects:** Sedation. Less commonly gastrointestinal disturbances, blurred vision, headaches, urinary retention, dry mouth, muscular incoordination, jaundice, cardiovascular disturbances,

chest tightness, dizziness, blood dyscrasias, allergic reactions and tinnitus. Children and the elderly are more prone to the neurological anticholinergic effects and rarely may become confused or excitable. **Pregnancy and lactation:** Consult doctor before use. Legal category: P. Product licence numbers: Piriton Allergy Tablets PL 00036/0091, Piriton Syrup PL Allergy Tablets PL 00030/0091, Pintoli Sytup No 00036/0088. Product licence holder: GlaxoSmithKline Consumer Healthcare, Brentford, TW8 9GS, U.K. Package quantity and RSP: PiritonAllergy Tablets 30: £3.15, Piriton Syrup 150ml: £3.99. Date of revision: December 2003. Piriton is a registered trade mark of the GlaxoSmithKline group of companies.

products

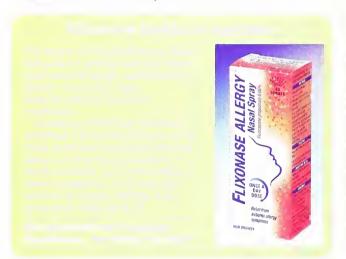


Aller-eze offers fast relief

Aller-eze nasal spray and eye drops provided a significant boost to the hay fever market since last year's launch. The non-steroidal nasal spray gets to work within 15 minutes to help relieve breakthrough symptoms such as watery eyes and runny nose. Containing the second generation antihistamine azelastine, Aller-eze offers an alternative to steroid treatments.

Aller-eze says nasal sprays and eye drops can be used as a firstline treatment for first time or light sufferers, children and teenagers and those complaining of a single symptom, or as a second-line treatment for heavy sufferers.

Novartis Consumer Health, Tel: 01403 210211





Top seller for hay fever eyes

Opticrom claimed 54 per cent of sales for hay fever eyes in June 2003 and, says Aventis Pharma, the product sold three packs for every one sold by its nearest competitor.

Opticrom, which is only available in pharmacy, is suitable for adults and children aged six years and over. It is formulated to relieve the symptoms of hay fever eyes in just two minutes, soothing redness, itching and watering. The prescription-strength drops can be used all year round.

Opticrom, which contains sodium cromoglycate and benzalkonium chloride, is available in 5ml and 10ml packs and can be sold along with a nasal preparation such as Rynacrom.

Chemist Brokers, Tel: 023 9222 2500

Zirtek - not to be sniffed at

Zirtek is aiming to continue last year's rapid growth, helped by new consumer advertising and promotions.

The brand will be on TV from May to July and the ads will be supported by in-store materials.

In tablet form for those aged six years and over, non-drowsy Zirtek is also available as a sugar-free, banana-flavoured solution for children from two years. New this season is a 21day pack offering sufferers improved value for money.

The brand's consumer website goes live this month at www.zirtek.co.uk



GlaxoSmithKline Consumer Healthcare has launched Piriteze Allergy Syrup (70ml, £4.99) as a once-daily alternative to Piriton Syrup.

The new product, which contains cetirizine hydrochloride, is suitable for adults and children aged six and over and does not normally cause drowsiness. The banana-flavoured syrup can be used to treat hay fever and pet, house dust mite and skin allergies.Piriteze Allergy Syrup will benefit from a £3 million support package for Piriton and Piriteze.

GlaxoSmithKline Consumer Healthcare, Tel: 0845 762 6637





Abbreviated Prescribing Information Nicorette Patch. Presentation: Transder delivery system available in 3 sizes (30, and 10cm²) releasing 15mg, 10mg and 5 of nicotine respectively over 16 hou **Indications**: Nicotine dependence a symptom relief in smoking cessation Dosage & Administration: Nicore patches should not be used concurren with other nicotine products and patier must stop smoking completely when starti the treatment. The recommended treatment programme should occupy 3 months. O Nicorette patch should be applied to a c non-hairy area of the skin on the hip, upo arm or chest in the morning and removed bedtime. Application should be limited 16 hours within any 24-hour period Patie are recommended to commence with of 15mg patch daily for the first 8 week Patients who have remained abstine should then be supported through a wearn period, consisting of one 10mg patch da for 2 weeks followed by one 5mg patch d for a further two weeks. Patients should reviewed at 3 months and if abstinence not been achieved, further courses treatment may be recommended if it considered that the patient would bene Not for use by persons under 18 except unadvice from a doctor Precautions: Per ulcer, angina pectoris, recent myocar infarction, serious cardiac arrhythmi systemic hypertension, peripheral vasci disease, diabetes mellitus, hyperthyroidi phaeochromocytoma, recent cerebrovascu accident, chronic generalised dermatologi disorders Contra-indications: Pregnance Lactation If the patient cannot give smoking without NRT then a risk bene assessment should be made. Non-smok known hypersensitivity to nicotine component of the patch. **Special Warning** Rarely dependence Erythema may occur severe or persistent, discontinue treatme Adverse Effects: Application site reaction (e.g. erythema and itching), headache, naus dizziness, palpitations, dyspepsia and myalg Pharmaceutical Precautions: Do not above 30°C Legal Category: GSL Packar Quantities & Cost (all trade prices corn time of printing). Cartons containi Nicorette patches in single sachets in t following quantities Nicorette Patch 15 (PL00032/0294) – packs of 7 (£9.0 Nicorette Patch 10mg (PL00032/0293) packs of 7 (£9.07) Nicorette Patch 5 (PL00032/0292) – packs of 7 (£9 07 PL Holder: Pharmacia Limited, Da Avenue, Milton Keynes, MK5 8PH, UK 01908 661101 Date of Preparatio

eptember 2002 References: 1. Davila DG et al. Acu effects of transdermal nicotine on sle architecture, snoring and sleep-disorder breathing in non-smokers Am J Resp (Care Med 1994, 150, 469-474 2, Sachs et al Effectiveness of a 16-hour Transdern Nicotine Patch in a Medical Practice Settin Without Intensive Group Counselin Arch Intern Med 1993; 153 1881-189 3. Tonnesen P et al Higher dosage nicoti patches increase one-year smoking cessati rates: results from the European CEASE tri Eur Respir J 1999, 13. 238-246. **4.** Russ MAH et al Targeting heavy smokers general practice randomised controlled t of transdermal nicotine patches, Br Med 1993, 306–1308-1312 **S.** Fagerström K et al Medical Management of Tobac Dependence A critical review of nicotin skin patches. Curr Pulmonol 1995; 16 22 238. 6. Stapleton JA et al. Dose effects a predictors of outcome in a randomised triof transdermal nicotine patches in general practice Addiction 1995, 90. 31-42
7. Silagy C et al Nicotine replacemer therapy for smoking cessation (Cochran Review) Cochrane Database Sys Rev 2001 3 CD 000146

nicorette nicotine

15mg patch for 16hr us€

P/8395/09/02



levels of sleep disturbance over and above placebo levels.26

15mg patch for 16hr use



Infant formulas figure in most mothers' feeding plans for their babies, and many will need help in choosing the right product. Ailsa Colquhoun explains the choices on the market

n May last year, the Department of Health changed its weaning guidelines to state that babies should be exclusively breast-fed until they are six months old. While breast-feeding

rates in England and Wales were up slightly between 1995 and 2000, from 68 per cent to 71 per cent, thanks to breast-feeding initiatives such as Unicef's UK Baby Friendly campaign and social factors such as older and better educated mothers, many mothers still decide to bottle-feed. This may be due to factors such as painful feeds, breast rejection by the infant, insufficient milk supply or the need to return to work.

Rash decisions

- Nappy rash is estimated to of ct one in four babies in the
- is caused when skin
- The first sign is the
- followed by heat, soreness and spots. In severe cases the skin may break or blister or develop
- It is important to change a nappy area and gently pat dry. If exposed to the air for a while.
- Nappy rash cream creates a

Official data suggests that by six months only one in five mothers is still breast-feeding, and by 10 months the figure falls further to one in 10. Given that cows' milk should not be introduced until a baby is at least one year old, you can see why most mothers are going to need help at some point with bottle-feeding their baby.

These days, there is a variety of commercially made infant milks on the market and the choice can seem bewildering. But almost all, in fact, are based on cows' milk, which has been modified to bring them as close as possible to breast milk. They are also nutritionally complete and comply with strict rules governing their composition. They can be used instead of, or as well as, breast-feeding.

Infant formulae fall into two main categories: first and follow-on milks. First milks are generally given during baby's first six months, after which a follow-on milk is used. There are also a number of first milks for babies with special needs. First milks can be continued after six months, although parents should be aware of certain other dietary considerations (see follow-on milks).

First milks

These are designed for babies aged up to six months and are usually whey-based formulas, which means that the balance of milk proteins is similar to that found in breast milk. Some milks include other key nutrients found in breast milk such as long chain polyunsaturated acids (LCPs) for brain and eye development, and nucleotides which are thought to help develop the immune system, growth and antibody response and to help prevent diarrhoea. They may also contain immune-system boosting antioxidants such as beta carotene and selenium.



irst milks for special needs

Hungrier babies: these formulas are usually curd based and have a different balance of milk proteins that take onger for a baby to digest and therefore keep baby satisfied or longer. This may be particularly useful for those mothers who have a hungry baby but who wish to delay weaning on o solid foods until the recommended six months. However, f parents say their baby is happy on regular first milk, there is no reason to change brand. Some products also contain added nucleotides and key antioxidants.

Milk intolerant babies: almost 5 per cent of children iged up to one year suffer cows' milk intolerance, which often shows itself as eczema and vomiting.

The problem is the protein in cows' milk,

which is found in regular first milks. One solution is a soya-based formula, but parents who think they have a baby with milk ntolerance should talk to their health visitor first as soya-based formulas are now only recommended in exceptional cases and not as a first-line treatment for proven cows' milk sensitivity. These milks are not recommended for premature babies or those with kidney problems and the high phytoestrogen content could have an effect on infants' long-term reproductive health. A goat's milk formula is another

Lactose intolerant babies: lactose is a natural sugar found n cows' milk, which, in intolerant babies, may cause diarrhoea and/or tummy ache. The condition is usually temporary so switching to a lactose-free formula can help while the problem persists. This milk can be used as the sole source of nutrition in babies aged up to six months and an conjunction with solid foods for infants up to 18 months old. But parents considering such a move should talk to

their health visitor first, as these milks must be used under medical supervision. Lactose-free formulas are not suitable for children who are intolerant to cows' milk protein or who require a galactose-free diet.

Babies who bring back their feeds: regurgitation and reflux are common problems in babies whose digestive systems are still developing. This results in milk not settling in the stomach and being brought back up. While possetting, or bringing up small amounts of feed, is quite normal in a young baby, in some this becomes excessive or upsetting for the child and parents alike. Such babies may benefit from a staydown formula that contains a thickening

and reflux

are

problems

supplement specifically designed to settle in baby's stomach. If the condition does not improve within two weeks of starting such a formula, or if the baby fails to thrive, then parents should talk to the doctor. Babies usually stop bringing up their feeds around the age of four to six months, at which time parents can switch back to a first or follow on milk, depending on the age of the infant.

Babies with faltering growth: faltering growth may affect as many as 5 per cent of newborns and the signs to look out for include three consecutive months of weight loss, weight plateaus, low weight for height and weight fluctuations. Formulas for faltering growth contain a higher level of energy, protein and other nutrients than most infant formulas but are only available on prescription, as they are designed for the dietary management of infants and



children with medicallydetermined high energy requirements. This may be due to acute/chronic illness or behavioural feeding problems.

Follow "

These are suitable for babies aged between six months and two years, and contain more iron than a first milk to counterbalance the fact that between four and six months a baby's natural iron stores are beginning to run out. Followon milks also contain more zinc, and vitamins C and D than cows' milk and first infant formulas. Nutritional experts agree that babies over six months need a high iron and vitamin D content in their diet, particularly as the supply of these nutrients from other dietary sources is low. Over the past 50 years, there has been a marked deterioration in the average toddler diet, especially the iron content, as we feed our children less red meat and fresh vegetables and more sugar-rich snack foods and drinks. Recent National Diet and Nutrition Survey research shows that nine out of 10 children aged between 18 and 30 months do not now consume the recommended amount of iron. The Department of Health itself recommends that follow-on milks be continued after the first year if there are concerns about the adequacy of iron in baby's diet.

Making up a feed

ensure the correct

amount is used. ©

Infant milk is sold in tins or foil packs as powder, which needs to be reconstituted, or in ready to feed formats. Parents buying a non-constituted powder must follow manufacturers' instructions carefully. Either format must be fed using sterilised equipment to protect baby from harmful germs. Parents should also be advised not to:

- leave the baby alone during feeding
- add anything to the formula feed.

Over or under-concentrating the feed is also a point to note. Over-concentration can cause constipation and may be too much for the baby's kidneys, and under-concentration may prevent baby getting adequate levels of nutrients, especially the calories it needs for growth. The recommended concentration is one level of powder to one fluid ounce (30ml) of single-boiled and cooled tap water. This is important as water that has been repeatedly boiled or artificially softened may contain too concentrated a mix of minerals. Likewise filtered water could contain bacteria that will not be destroyed by boiling. Finally, parents should also add formula to water, not the other way round, to

Cows' milk guidelines

Current UK Department of Health guidelines state that cows' milk should only be introduced as the main drink after the first year, as it is very low in iron and vitamins C and D, and lower in zinc, compared with first or follow-on milk formulas. Some paediatricians now recommend that cows' milk should be avoided until 18-24 months for this reason. If parents wish to switch their baby to cows' milk at one year, then they should ensure that baby gets enough essential nutrients elsewhere in the diet. The key nutrients to look out for are:

- Iron: Vital to brain functioning and development in infants under two years. Iron-rich foods include red meat, fortified white bread and pulses. Meals to try include broccoli and spinach with cheese sauce, spaghetti bolognese and lentil dhal and chappati.
- Vitamin C: Helps the body absorb iron so a weaning baby's diet should include oranges and other fresh fruits and vegetables.

Vitamin D: Essential for strong bones and teeth; prolonged deficiency can cause rickets. However, it is only found in significant quantities in oily fish, margarine and eggs. Meals to try include poached kippers or sardines, hard-boiled eggs or fortified cereals and yoghurts. Sunlight is a good source.

• Zinc: Essential for healthy growth yet three out of four toddlers aged between 18-30 months have a daily intake below recommended levels. Good natural dietary sources include: red meats such as beef, lamb and liver (from nine months), pulses, beans and wholemeal cereals. Parents can try mixed bean or beef casseroles, fish with green beans and cheese cubes.

Test your knowledge

Win a bottle of champagne with Over The Counter

Check out what you have learned in out babycare feature and you could win a bottle of bubbly. Just tick the correct answers to the questions below, fill in your details and send off the form. The first correct form out of the hat on the closing date of April 30 will be the winner.

- 1 How many mothers are still breast-feeding their baby at six months?
- a one in three **b** one in five **c** one in 10
- 2 First milks for babies with special needs include milks for:
- a hungrier babies
- **b** cows' milk intolerant babies
- c babies who bring back their feeds
- **3 Follow-on milks contain more: a** vitamin C **b** vitamin D **c** iron
 - 4 Some paediatricians say cows milk should not be
 - introduced until: a 12-18 months
 - **b** 18-24 months
 - c 24-30 months

- 5 When making up a feed water should be:
- a boiled several times
- **b** filtered
- c boiled once and cooled

Vame		_
Pharmacy	 	
Address		
		_

Send your entry to: Test Your Knowledge Over The Counter/Babycare, Sovereign House, Sovereign Way, Tonbridge, Kent TN9 1RW IT HAS

TAKEN SOME TIME,

BUT WE CAN ASSURE
OU IT HAS BEEN WORTH

THE WAIT



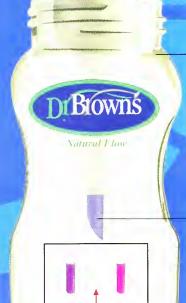
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FOUND IN OTHER PLASTIC
BOTTLES

UNIQUE TEMPERATURE
GUIDE TO MAKE SURE
THE LIQUID IS NOT
HEATED ABOVE 37°C

2004AD

eeding problems are the most common ause of distress for babies and their parents. Intil now finding a solution has been a shot the dark: Which bottle? Which teat? Inich medicine? What formula milk?

ne new science behind the Dr. Brown's atural Flow® feeding bottle offers a unique slution

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ULLY VENTED VACUUM FREE BOTTLE

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- eliminates well known causes of colic symptoms
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- helps the parents wean the baby from breast to bottle feeding at the appropriate time

- Advertised every month in leading specialist parenting magazines throughout 2004
- Over 50% of Health Visitors have received trial samples
 - In store consumer leafler and display unit available free of charge

Babycare products



Mario Carallel Control



Bath Bolant gives

Baby Botanix is a natural nappy cream spray launched to reflect the growing consumer demand for natural babycare products.

The spray is enriched with aloe vera, lavender and chamomile to help soothe sore, irritated skin associated with nappy rash.

The spray offers quick and easy application and the non-greasy formula forms a barrier against irritants and wetness.

Baby Botanix retails at £3.99 for 100ml.

Forest Laboratories UK Ltd, Tel: 01322 550550



Getting Out and About

Avent is supporting mothers who want to continue breast-feeding for the first six months of their baby's life but who return to work after maternity leave.

The Avent Isis Out and About Set provides all the mother needs to express breast milk while away from her baby, store it for up to six hours and take it home safely. The set includes the award-winning Isis Breast Pump, which has been clinically proven to be as efficient as large electric or battery pumps.

Avent's feeding bottle is designed to make mixed feeding easier and the teat is shaped to mimic the form and function of the breast. Breast-feeding accessories include nipple shields, breast shells, nipple cream and breast pads.

Cannon Rubber Ltd, Tel: 01787 267000

Natural scratch resistance

Tea Tree & Witch Hazel Cream, from GR Lane Health Products, is a natural way to protect children's scrapes and scratches.

The cream is formulated with pure tea tree oil, often called nature's antiseptic, to soothe and calm irritated skin.

The cream ($\Sigma 2.75$) is a licensed product and, says the company, it is ideal for use on the delicate skin of children and babies, providing gentle relief from nappy rash, cuts and grazes, stings and minor burns.

GR Lane Health Products, Tel: 01452 507458



Meeting feeding needs

SMA Nutrition offers products for babies from birth, including those for babies who may not thrive on standard formulas.

SMA Gold, the most popular whey-based infant milk, is suitable from birth. SMA White is also suitable from birth and can be given to hungry babies who are too young to start weaning. SMA Progress is a follow-on milk to complement a varied weaning diet. Also available are SMA Wysoy, a milk-free formula for lactose, sucrose or cow's milk protein intolerance; Staydown; and SMA LF, used under medical supervision for lactose or sucrose-intolerant babies.

SMA Nutrition, Tel: 0845 776 2900





major breakthrough for babies with infant colic olief is a new natural approach to infant colic. Rather than attempting treat the symptoms of colic, Colief allows babies with transient actase deficiency to enjoy their normal feed whilst greatly reducing he risk of digestive discomfort associated with colic.

ransient Lactase Deficiency results in the inability of the body to igest the milk sugar lactose, which is found in all milk and dairy roducts, including breast milk and most infant formulas.

ransient Lactase Deficiency is caused by an insufficiency of the nzyme lactase, which normally breaks down lactose naturally in he intestine into the monosaccharides glucose and galactose.

Indigested Lactose is broken down by bacterial activity in the olon producing lactic acid and hydrogen gas, causing loating, flatulence and griping pain.

colief Infant Drops contain the naturally occurring nzyme lactase. Added to baby's usual milk, Colief breaks lown the lactose and makes the feed more easily digestible.

colief is a food supplement not a drug or medicine. As such t is more acceptable both to mothers and healthcare professionals, and does not require a medicines licence.

colief can be used safely from birth onwards for breastfed and bottle-fed babies.

3. Full usage instructions are included in the product ck and should be read and followed carefully.

r further information go to

ww.colief.com or contact

itannia Health Products Ltd,

-51 Brighton Rd, Redhill RH1 6YS

el: 01737 773741

mail: info@colief.co.uk

Reduce the hours of crying.

with

Golief Infant Drops

LACTASE ENZYME DROPS



Proto do de peode at the specthe out it is becaute loss. It acting mortal (moiss prever between the peode at the country of th

Pharmacy FORUM

Proper use of emollients is the key to dry skin management. For some people dry skin is a particular issue at this time of the year, as they spend more time outside and feel the dehydrating effects of the outdoor environment. For others it is a year-round problem.

eeping the outer layer of the skin, the stratum corneum, well moisturised is important because it provides a barrier to water loss. It is like a brick wall, with the cells acting as bricks and the skin lipids as the mortan. When the skin is well hydrated (moisturised) the cells swell up, preventing the formation of cracks between them.

Deterioration of the epidermal barrier is central to the development of all dry skin conditions. Once cracks develop water is lost from within and irritants and allergens can penetrate the skin. Soap products which remove lipids from the stratum corneum cause further dryness.

Emollients provide an oily film over the surface of the skin which traps water, swelling the stratum corneum, closing the cracks, and so helping to restore the epidermal layer. Despite their efficacy, emollients are an under-used therapy for dry skin. Dermatological products that contain natural moisturising factors (NMFs) like urea can help moisturise and soothe dry skin.

People who have very dry skin lack the levels of urea found naturally in the epidermis. In the epidermis of healthy skin there is approximately 28mcg of urea per 2.5cm, but in people with clinically dry skin this concentration can be up to 50 per cent lower. Urea is one of the skin's

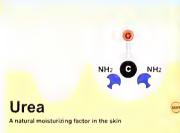
natural moisturisers that helps keep skin healthy looking and hydrated. Lactic acid and amino acids are the other two.

Products like Eucerin Dry Skin that contain ingredients such as urea and lactic acid can be more effective in replacing lost moisture in dry skin than straightforward water/liquid paraffin/lanolin emulsions.

Dermatologist and skincare expert Dr John English comments: "Dry skin can be caused by a number of factors. The skin should be treated with a specialist skincare product, which will replace lost moisture and help prevent the skin from drying out. Daily use of an emollient that contains a nature identical moisturiser such as urea is the most effective way of

replenishing, protecting and offering relief for dry skin.

"As urea is found naturally in the surface layer of the skin it is vital for maintaining moisture. By applying a urea-based emollient sufferers mimic nature and increase the skin's ability to retain moisture."



Promotion

moisture.

Eucerin ... first for healthy skin Recommend products from Eucerin Dry Skin With confidence. Selected products contain urea Cream with 10% Urea (£5.99, 50n with confidence. Selected products contain urea

Eucerin

Euc

Licensing Information relating to the GST fractioned Encern Extremely Dig *kin Treatment Cream 15* 1416 (2010) and Encern 15th meet by Skin



Economic Left may Lay Skin
Treatment of the 11 11 11 60/0004) Eucerin' is a registered trademark
Marketing in the 25 to 30 km Benersdort UK Ltd. Birmingham, B37 7VS, UK
Active Ingradu in 11 11 11 11 7VS, w/w Directions: Apply sparingly (as a thin film)
twice daily to the size. The 25 to 11 to 30 km Indications For the treatment of
Ichthysis, Xerodemari, 11 performance and Atopic Eczema/Dematitis and other
dry skin conditions. The 11 terms short blass at sensitive to any of the ingredients
in cream or folion. Demail is 11 to 11 t

Recommend products from Eucerin Dry Skin with confidence. Selected products contain urea at concentrations of 3%, 5% and 10%. All Eucerin Dry Skin products are free from perfume and colourants and are clinically proven to increase moisture in the skin whilst minimising the risk of allergic reaction and irritation.

Eucerin Dry Skin Relief Lotion with 3% Urea (£6.59, 250ml) – This gentle, easily absorbed, non-greasy moisturising lotion offers daily care of dry, rough and tight skin; suitable for infants and toddlers.

Eucerin Dry Skin Relief Cream with 5% Urea (£6.29, 75ml) – For the management of dry and very dry skin; ideal for treating areas such as the elbows and knees.

Eucerin Dry Skin Relief Face Cream with 5% Urea (£6.29, 50ml) – For those who have dry skin in highly visible areas, such as the face.

Eucerin Extremely Dry Skin Treatment Lotion with 10% Urea (£7.35, 250ml) & **Eucerin Extremely Dry Skin Treatment**

Cream with 10% Urea (£5.99,50ml; £14.79, 150ml) – available on prescription and on shelf for acute dry skin sufferers. The 10% products have a unique 'water-in-oil' emulsion forming a protective layer on the skin helping preventing further moisture loss. Apply twice daily or as directed by a GP.

Eucerin Dry Skin Relief Face Wash with 5% Urea (£7.09, 200ml) –can be used as part of a daily facial regime to help reduce skin tightness and prevent further moisture loss.

Eucerin Dry Skin Relief Bath Therapy with Natural Oils (£7.65, 200ml) – a lightly foaming bath oil formulated to replenish dry and very dry skin.

Eucerin Dry Skin Relief Shower
Therapy with Natural Oils (£7.65, 200ml)
- a lightly foaming shower oil formulated to
cleanse the skin without stripping essential

Eucerin Dry Scalp Relief Shampoo with 5% Urea (£8.15, 200ml) –relieves dry skin on the scalp and helps reduce itching.

Cambridge Counternal Pharmacy Assistant Development









The articles overleaf are taken from the thirteenth module of the revised Cambridge Counterpart training course

Registration Form

for pharmacy assistants. Module 13 is on hay fever and first aid.

This is just a sample of the course to show you how it is structured. To meet the Royal Pharmaceutical Society's standards for medicine counter assistants you will need to register for the course. You can sign up using the form below.

Cambridge Counterpart is a 14-part modular distance learning course that covers everything you need to know to work effectively on the medicines counter. Counterpart is brought to you by Chemist & Druggist and Wyeth Consumer Healthcare.

Test your understanding - sample questions

Only tick the boxes that are correct statements or correct answers to customer questions.



1 Hay fever is an allergy to pollen, pollutants, house mites and animal fur.



2 The pollen count is usually at its highest early in the morning and late in the evening.



3 Corticosteroid nasal sprays are useful in colds.



4 Sodium cromoglycate nasal spray can be used before symptoms start.

For further information or to pay by credit card,

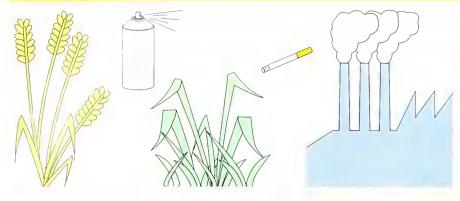
How to register

Each assistant must be registered for telephone marking and certification at a cost of £41.13. Each assistant will also need access to a training pack. A pack costs £29.38 and can be used by up to four assistants.

Post your completed form, with a cheque payable to CMP Information Ltd, to Mary Prebble, Pharmacy Editorial Projects, Sovereign House, Sovereign Way, Tonbridge, Kent. TN9 1RW

	call Mary Frebble on 01/32 3/7209.	
Pharmacist		
Pharmacy		
Address		
	Post Code	
Telephone Fax		
Course registration fee of £4	1.13 per person	
Name		£
	Sub total	£
Please include () sets o	of modules at £29.38 each	£
All prices include VAT	Total	£

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Hay fever is an allergy to pollen. The pollens usually come from grasses, so hay fever is most prevalent in June or July. But some people are allergic to pollens from trees, particularly birch and plane which flower in April and May. Nettle pollens can cause hay fever in July and August, while spores released into the air by fungi may be responsible from mid-summer to late autumn

The seasons can be two weeks later in the north than in the south, as plants flower later. A mild winter may mean that plants flower earlier.

The symptoms occur when the body's immune system overreacts to allergy-producing substances (allergens) such as pollen, which are usually harmless. Once sensitised, defence cells known as mast cells try to neutralise allergens by releasing histamine and other chemicals whenever they come into contact with these invaders. The result is swollen and inflamed nasal passages and itchy eyes.

Because hay fever occurs only at certain times of year, it is known as "seasonal allergic rhinitis". Some people suffer hay fever-like symptoms all year round. They are probably allergic to substances such as house mites and animal fur which are present all year, and are described as having "perennial allergic

Hay fever tends to be worse on warm, dry days when there is more pollen in the air. Rain washes pollen from the air but is bad news for people who are allergic to fungi which like warm, damp conditions.

Hay fever sufferers can tell from the pollen count, sometimes broadcast in weather reports, how bad their symptoms are likely to be. The pollen count is the number of grains in a cubic metre of air, measured over 24 hours. Most sufferers will be affected when the count is over 50, although some react to less. Many people get more sensitive as the season progresses.

The count is highest late morning and early evening. Most grasses release pollen first thing. It is carried high into the air as the day gets warmer then returns towards the ground in the evening when the temperature falls.

Pollution makes hay fever worse, which explains why citydwellers are just as likely to suffer even though there is much less pollen in cities than there is in the country. Pollutants such as vehicle exhaust fumes and cigarette smoke damage the sensitive linings of the nose and lungs. The cilia are less able to clear away the pollen which attacks the damaged tissues. The pollutants also coat the pollen grains, making them more irritant.

■ Frequent sneezing ■ Runny or blocked nose

■ Itchy, runny, red eyes

Itchy palate and throat

A dry cough and/or wheeze (pollen asthma)

Most people will know from past experience that they suffer from hay fever, but if they are not sure you could ask:

■ When did you first experience the symptoms?

Hay fever usually first appears between the ages of 15 and 25, and may gradually improve over the years. However, some people may develop hay fever spontaneously later in life, especially after repeated and prolonged exposure.

■ At what times of year do the symptoms occur?

Hay fever symptoms occur between April and September, with a peak from May to July in the south and about a month later in the north of Britain.

■ Is it worse on sunny or rainy days?

Unlike a cold, hav fever depends on the weather and is worse on warm sunny days when the pollen count tends to be higher.

■ How long have you had the symptoms?

Hay fever tends to come and go over a couple of months. A cold would clear up in a few days. Someone suffering "cold" symptoms all year round may have perennial allergic rhinitis due to house dust mite or a family pet.

Remember to use the WWHAM approach!



Ideally you should always ask the pharmacist before recommending any hay fever treatment. The following types of product are available.

1. Antihistamines



Antihistamines are the best treatment for mild sufferers. They act rapidly and work well in relieving runny nose, sneezing, and runny and itchy eyes,

although they seem to be less effective at reducing nasal congestion. They need be taken only on days when symptoms are troublesome but are better taken when symptoms are expected rather than after they have started.

Some of the older antihistamines, such as chlorpheniramine and promethazine, are more likely to cause drowsiness but this may be useful at night. Users should be warned not to drive. operate machinery or drink alcohol. The sedative antihistamines may also cause dry mouth and blurred vision, and should not be used in glaucoma. Chlorpheniramine is cheap, quick-acting and effective but needs to be taken more often than some newer antihistamines which are taken once daily.

The non-sedating antihistamines (e.g. acrivastine, cetirizine, and loratadine) are better for people who drive or do skilled work, or for students taking exams. Although less likely to cause drowsiness, people should still be warned not to drive if this occurs and to avoid excess alcohol.

Acrivastine may be taken up to three times daily, as necessary, the others once daily.

Loratadine and cetirizine are fast acting, while astemizole takes more time to work but lasts longer.

Cetirizine must not be used in kidney or liver disease.

Antihistamines should be avoided during pregnancy and breast-feeding.

Some of the newer antihistamines should not be used in children under 12. Reduced doses of chlorpheniramine, clemastine and promethazine may be given to children (see

2. Nasal sprays

Antihistamine nasal sprays (e.g. azelastine and levocabastine) are available for pharmacy sale.

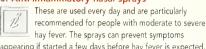
Treatment

Antihistamines – new product

Azelastine is an antihistamine given in the form of a nasal spray, which avoids drowsiness. It relieves all nasal symptoms and, although it acts on the nose, it can also reduce streaming eyes. It can be used on its own as an alternative to oral antihistamines, or together with eye drops if eye symptoms are still troublesome.

It is not recommended for children. Pregnant and breastfeeding women should be referred to the pharmacist.

3. Anti-inflammatory nasal sprays



appearing if started a few days before hay fever is expected. Otherwise they can be used at the first sign. They should be continued throughout the season. If used once symptoms have started, they may take a few days to be fully effective.

A benefit is that they act only on the nose, where the symptoms are, so do not cause drowsiness or interact with other drugs or alcohol.

Antihistamines can be taken at the same time if symptoms are not totally controlled.

a). Corticosteroids

Beclomethasone nasal spray controls symptoms by reducing inflammation and swelling in the nose lining. It is very effective against a blocked nose as well as sneezing, running and itching but does not relieve eve symptoms.

It is not recommended for children under 12, and pregnant or breast-feeding women.

Although some people are wary of steroids, when used in this form they are unlikely to cause side effects other than possible irritation and slight nose bleeds. They must not be used in infections of the nose, such as colds.

b). Sodium cromoglycate

Sodium cromoglycate is thought to work by preventing the mast cells in the eyes or nose from releasing histamine and other irritating substances. It relieves nasal blockage as well as other symptoms, but is less effective than corticosteroids and has to be used more frequently. An advantage is that it is suitable for children from five years old.

It should be used in pregnancy and breast-feeding only on a doctor's advice.

Sodium cromoglycate is also available as eye drops (see later).

4. Decongestants



Decongestant drops or sprays can be used occasionally when antihistamines fail to relieve a blocked nose. They act quickly but should be used only for a few days as they can make congestion worse.

One sodium cromoglycate spray contains a small amount of decongestant. Although it is for regular use, the dose of decongestant is likely to be too small to cause problems.

Oral decongestants are not usually recommended because of their potential side effects and interactions with other medicines, although some people find them beneficial. Ephedrine must not be taken by asthmatics without their doctor's advice.

There have been safety concerns over the use of phenylpropanolamine found in some cough, cold and hay fever remedies. This follows reports of fatal adverse effects in the US where the drug is used in larger doses as a slimming aid. However, the Department of Health has stated that OTC remedies in this country are safe when used in the correct

never enjoy Mondays. We always begin the week with a long queue. This usually consists of people who have suffered for most of the weekend and are desperate for prescriptions, advice or some form of relief. So when a young lady decided to go into a faint, I felt that this was not a good start.

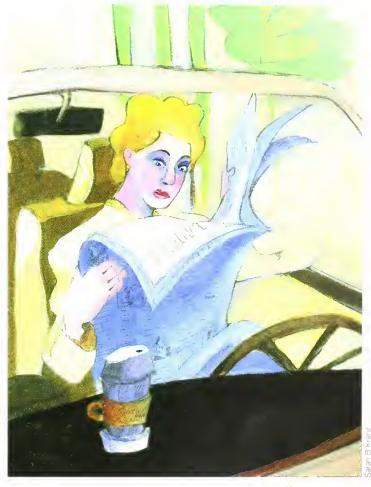
My pharmacist could see the strain was beginning to show and sent me for an early lunch. I decided to get away from it all and sat in my car to read the paper. A bold, black headline caught my eye. It read: "Poor advice given at pharmacies." The article told me that Which? magazine had surveyed 84 pharmacies across Britain and found that nearly half gave unsatisfactory advice. Four different scenarios were used to test staff. If researchers' symptoms had been real, they would now be

My Different sent me for an Call in 1997

taking drugs inappropriate for their symptoms, suffering from untreated serious infections and even an unplanned pregnancy.

When pharmacists were asked to dispense emergency contraception, researchers found that only a few took the opportunity to discuss wider sexual health issues. These results really worry me. There are going to be a lot more changes from POM to P this year and in the future, which could make matters even worse. My pharmacist can't be expected to deal with all requests for these medicines, he simply hasn't got the time, so how will we cope if we get bogged down further with clinical issues? Maybe trained nurses are needed in pharmacies to develop triage systems and to carry out blood testing, urine testing and blood pressure monitoring. Why does the Government think pharmacies can do everything?

In 20 years in this job, my training has consisted of one Interact course completed eight years ago and evening courses which have been few and far between. I try to keep up to date by reading leaflets and magazines and occasionally a rep comes into the shop to tell us about new products. Hopefully, the days are gone when untrained staff were allowed to serve on medicines



counters, although it still happens when there are staff shortages.

We need a new approach to training. It might be a good idea for experienced staff to mentor new staff formally, and we all need continuing development after the Interact course, otherwise we will just continue to muddle through. In terms of training we are the poor relations of the healthcare team. Very little money is spent on us and the cracks are

beginning to show. I want to be proud of the service we give to customers, but at the moment I feel like shouting: "I'm a pharmacy assistant, get me out of here!"



Bodymax is a one-a-day multivitamin and mineral tablet from Wassen, with ginseng to help boost energy levels.

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A pack of 30 one-a-day tablets retails at £6.49, but we have 30 packs to give away to readers.

Simply send your name, address and the name of the pharmacy where you work on a postcard or the back of a sealed envelope to: Over The Counter/Bodymax Freebie, Sovereign House, Sovereign Way, Tonbridge, Kent TN9 1RW to arrive by May 1 2004.





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Dulco-lax Tablets & Perles: product information. Active ingredient Tablets - bisacodyl 5mg, Perles - gelatin capsules containing 2.5mg sodium picosulfate as monohydrate. Indication: Short term relief of constipation. Dose: Adult and children over 10 years: One to two tablets, or two to four capsules, at night Children under 10 years should not take Dulco-lax Tablets or Perles without medica advice. Children 4-10 years: One tablet, or one to two capsules, at night. Children unde 4 years: not recommended. Contraindications: Intestinal obstruction, ileus, acute surgical abdominal conditions like acute appendicitis, acute inflammatory bowe diseases, hypersensitivity to bisacodyl (tablets) or sodium picosulfate (perles) or othe component, and severe dehydration. Precautions: Not to be taken on a continuou daily basis for long periods. Prolonged excessive use may lead to electrolyte imbalance and hypokalaemia, and may precipitate onset of rebound constipation. Diuretics of adreno-corticosteroids may increase the risk of electrolyte imbalance. Antibiotics may reduce laxative action of the perles. Do not crush or chew the tablets, milk or antacid should not be taken within an hour before or after the tablets. Dulco-lax Tablets/Perle should not be taken in pregnancy, especially the first trimester, unless the expected benefit is thought to outweigh any possible risk to the foetus. Not recommended fo breast-feeding mothers. Side-effects: Abdominal discomfort (abdominal pain of cramps), diarrhoea, allergic reactions, angio-oedema, and anaphylactoid reactions (tablets), skin reactions (perles) have been reported. Product Licence Holder Boehringer Ingelheim Ltd, Ellesfield Avenue, Bracknell, Berkshire, RG12 8YS Presentations and suggested retail price: 10 tablets £1.19 or 20 tablets £1.99 PL 00015/0240 (GSL). 60 tablets £4.49 PL 00015/0241 (P). Perles 50 capsules £4.59 (P) or 20 capsules £2.99 (GSL) PL 00015/0254. For further product information please see summary of product characteristics. Prepared January 2004